

LIFE



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1 pkg. Betty Crocker Crustquick* or other good pastry mix
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2 eggs, separated 1 tsp. grated lemon rind 4 tbsp. sugar

Bake 30 tart shells, using 3 inch rounds of pastry. Filling: Stir Eagle Brand Condensed Milk, lemon juice, lemon rind and egg yolks until well blended and mixture thickens. Beat egg whites until almost stiff enough to hold a peak. Add sugar gradually, beating until stiff and glossy. Reserve 1/3 meringue for garnish. Fold rest into lemon mixture. Fill tarts. Top each with dab of meringue.

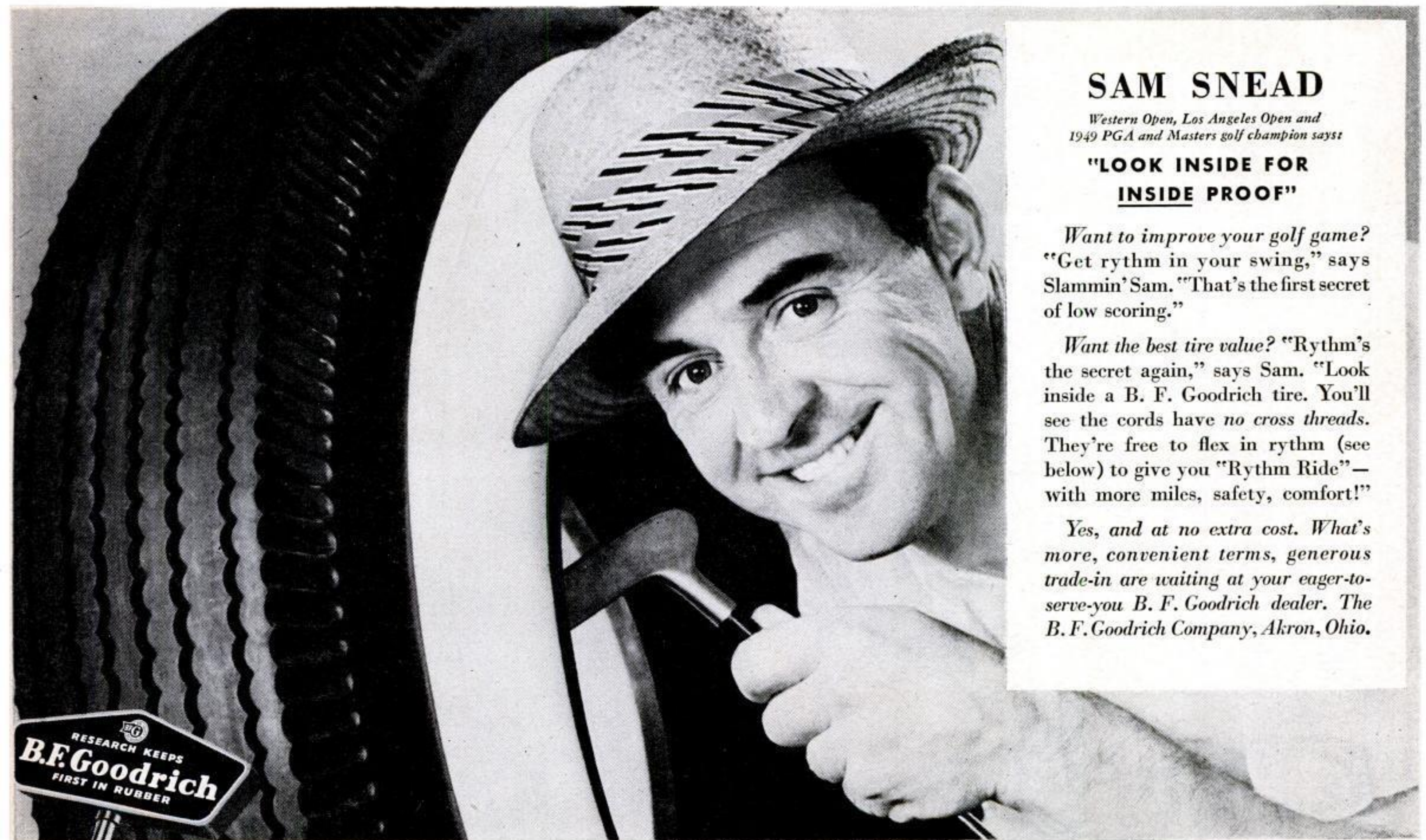
FREE! Illustrated directions for Bite-size Tart Shells (shown at right) plus "Eagle Brand Book of 70 Magic Recipes." Send postcard to Elsie, Dept. L-70, P. O. Box 175, New York 46, N. Y.

*A product of General Mills

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Best tire value starts **INSIDE...** with **B.F. Goodrich** **"RYTHM RIDE" ... GIVES YOU MORE SAFETY, COMFORT, MILES**



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*Western Open, Los Angeles Open and
1949 PGA and Masters golf champion says*

"LOOK INSIDE FOR INSIDE PROOF"

Want to improve your golf game? "Get rythm in your swing," says Slammin' Sam. "That's the first secret of low scoring."

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Yes, and at no extra cost. What's more, convenient terms, generous trade-in are waiting at your eager-to-serve-you B. F. Goodrich dealer. The B. F. Goodrich Company, Akron, Ohio.

IF YOU CAN TELL WHICH GOLFER IS BEST, YOU CAN TELL WHICH TIRE IS BEST:



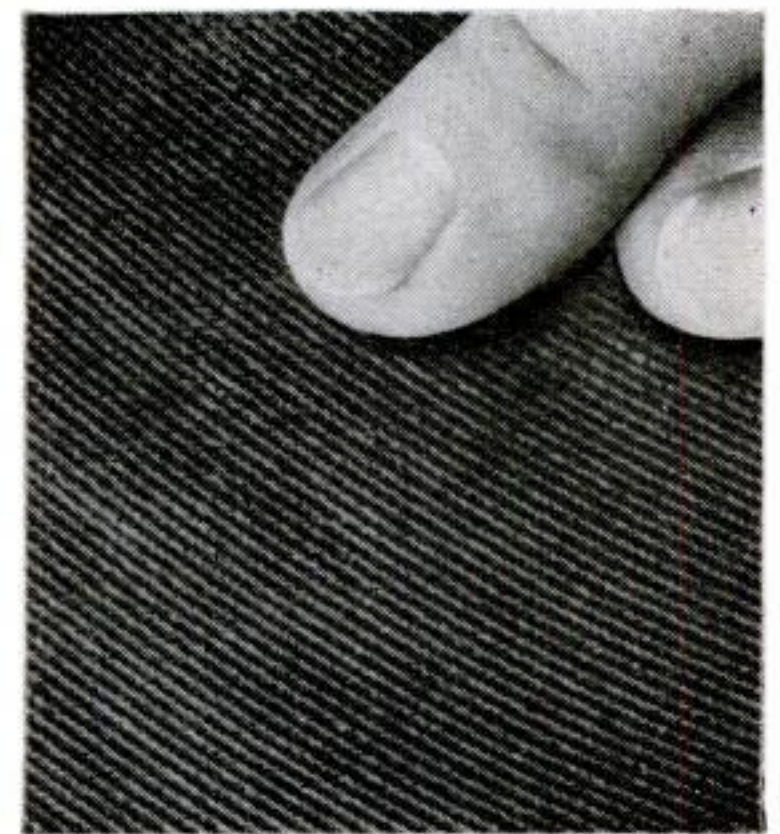
1 Every tire has thousands of cords that flex as you ride. Most tire cords, hampered by cross-threads, are *out of rythm* like the duffer above. Some loaf, others overwork. Weak spots result.



2 B. F. Goodrich cords have *no cross threads* to hinder their action. They work *in rythm* like the golfer above. Carry impact from one to another, smother road shock, reduce wear, cushion bumps.



3 Inside most tires you see uneven cords (actual photo above)—a result of cross threads. But BFG cords have no cross threads, are sealed in rubber with uniform spacing and tension.

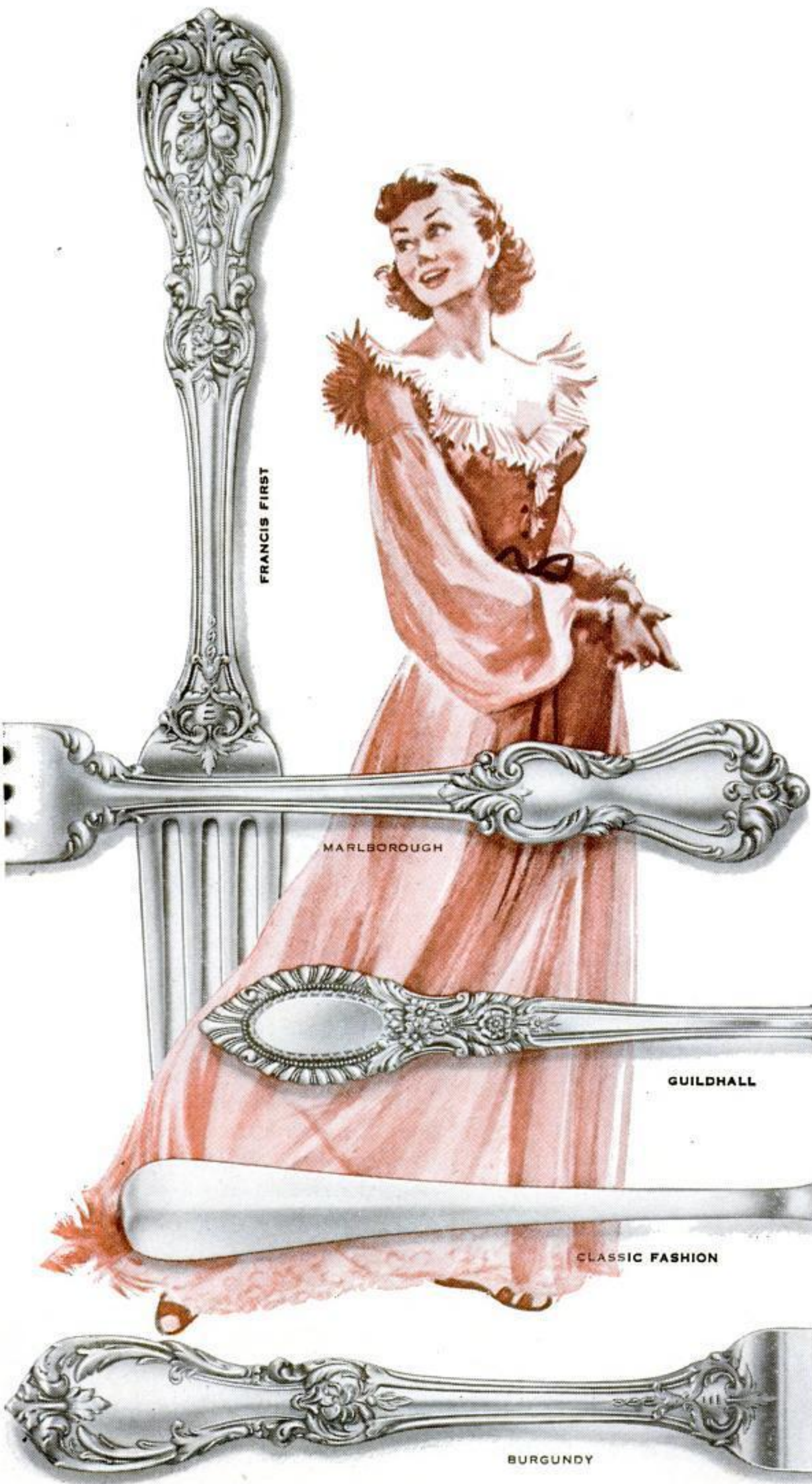


4 Look inside—then decide. Photo of BFG tire's inside surface shows "rythmic-flexing cords"—that only B. F. Goodrich has in every tire for every need. See your BFG retailer. Buy now.

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LETTERS TO THE EDITORS

AMERICAN REVOLUTION

Sirs:

For a first-generation American who sought and found refuge here from oppression—Hitler Germany's oppression—the story (LIFE, July 3) of this nation's hard-won victory over oppression is an inspiration. After reading it, the remarkable events of that war and the significance of the military men who won us our independence became clear to me. . . .

KURT NATHAN

Takoma Park, Md.

Sirs:

There is no doubt that Charles Cornwallis outgeneraled and outfought Horatio Gates to rout the larger American forces at Camden. But to say that Gates "ran off disgracefully" is to fall into the hands of the Virginian's enemies. . . .

LESTER DAVID ARSTARK

New Bedford, Mass.

● Historians generally agree that at Camden, Gates took off after the deserting militiamen, leaving his Continental soldiers to fight their way out as best they could.—ED.

Sirs:

Was the General Charles Lee mentioned in your article any relation to "Light-Horse Harry" Lee, the father of Robert E. Lee, the Confederate general?

PALMER HARRIS

Nutley, N.J.

● No. General Charles Lee was a British officer who hated the Tory party in England and joined the Continental Army.—ED.

Sirs:

Although you briefly mention the Battle of Oriskany which many consider as the turning point of the Revolution, I missed the fine picture of that battle which hangs in the Utica Public Library.

J. H. FITZPATRICK

Utica, N.Y.



Sirs:

What is the city of Washington doing on your 1781 map of the Yorktown campaign? If I remember right, the town was not started until 1791.

EDWARD KUSHMAN

New York, N.Y.

● Reader Kushman's memory serves him right. LIFE was mistaken.—ED.

Sirs:

Though the entire presentation makes a nicely balanced summary of current historical thought on the Revolution, you should give credit where credit is due. Actually this information has been developed by such professional historians as John C. Miller, Allen French, Carl Becker and Carl Van Doren. Didn't you draw pretty heavily on John Miller's *Triumph of Freedom*? There's a striking similarity, from the over-all thesis down to such

little details as the "Brown Bess" and the Major Pitcairn quote.

CHARLES S. GRANT

Philadelphia, Pa.

● LIFE did draw upon Miller's excellent *Triumph of Freedom* as well as hundreds of other sources.—ED.

Sirs:

In your article you say that Washington turned on General Charles Lee, according to a spectator, and "fired away a volley of oaths such as neither I nor any other human being ever heard before." I enclose a picture of a General Order issued by General George Washington in New York in July 1776, which strongly refutes such dastardly reflection on our First President.

J. WARNER BROWN

Kansas City, Mo.



GENERAL ORDER

Issued by General George Washington in New York, July 1776. The General is sorry to be informed that the foolish and wicked practice of profane cursing and swearing is growing into fashion. He hopes the officers will, by example as well as influence, endeavor to check it and that both they and the men will reflect that we can have little hope of the blessing of Heaven on our arms if we insult it by our impropriety and folly. Added to this it is a vice so mean and low, without any temptation, that every man of sense and character detests and despises it.

G. Washington

Sirs:

You say "Arnold's boot is carved on an unmarked monument at Saratoga. The odd memorial indicates that Arnold's leg, in which he was twice wounded, was the only part of him worth calling American." Actually the monument is marked with a dedication to all of General Arnold. . . .

EDWIN H. PITCHER

Baltimore, Md.

● Reader Pitcher is right. Although the front of the monument is unmarked, an inscription on the back praises the "Most Brilliant Soldier" of the Continental Army.—ED.

Sirs:

I feel that you selected the sketch of Peggy Shippen so as to make it appear as Item A in proof of your assertion that she "was a frivolous belle."

To give more story, Peggy Shippen was a most beautiful lady known at one time or another to both the British and American armies. Officers and gentlemen loved her at sight. She was not only very beautiful but also nice, demure and sweet as the highest type of young ladies were. Washington himself as well as Lafayette was among her admirers.

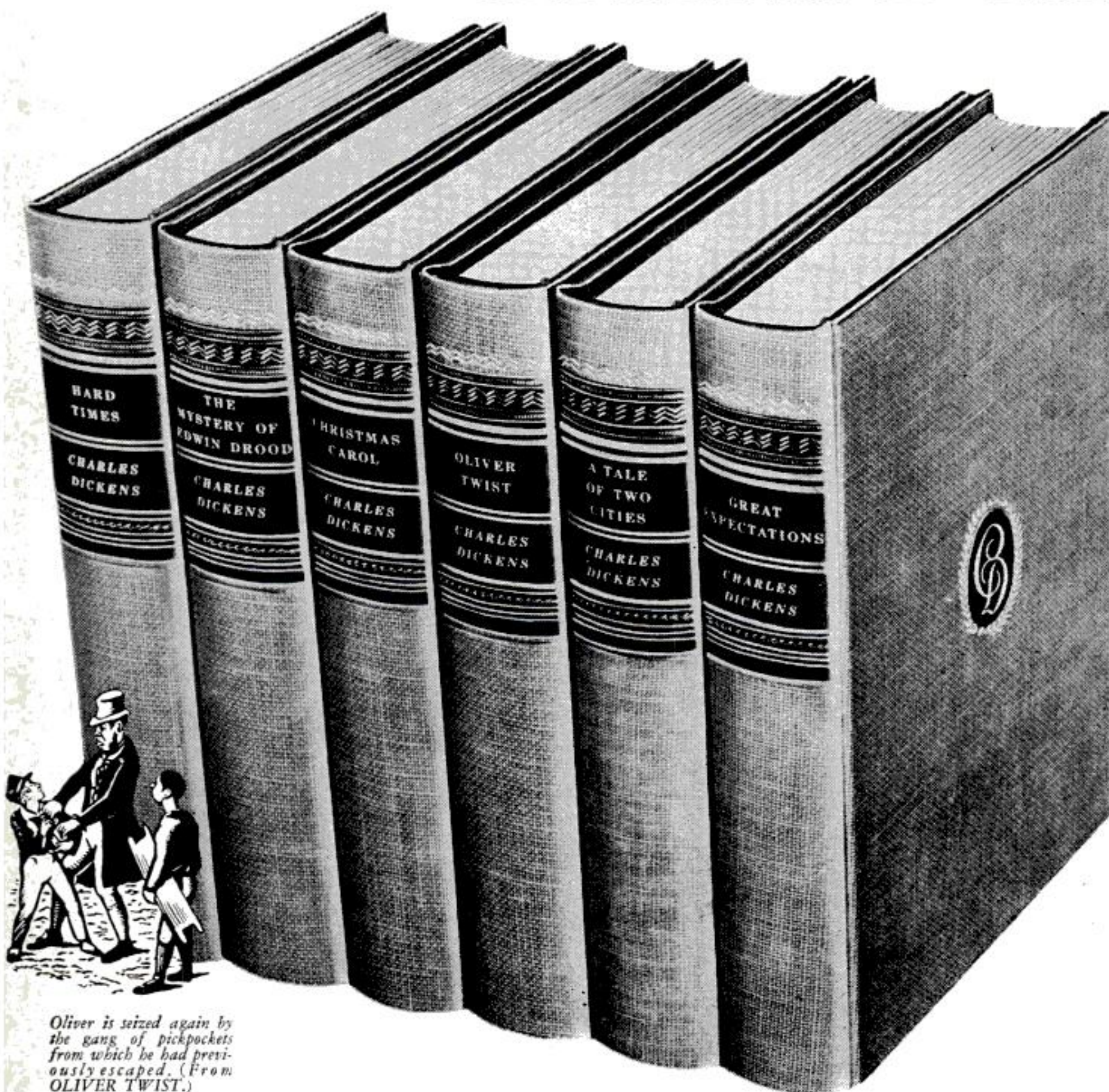
So when Peggy Shippen became the wife of General Benedict Arnold, she naturally continued to be held in the highest scale of adoration. She was now, indeed, the most grand dame of any around.

When General Arnold, in what was secretly held to be more for the good of the colonies, went over to the Brit-

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LETTERS TO THE EDITORS

CONTINUED

ish, his wife—Peggy Shippen, beautiful but never frivolous—personally asked General Washington what she must do. The great Commander-in-Chief readily told her to join her husband. This she did.

Later the Arnolds were respected citizens of England. Their descendants may yet be found as honorable citizens of England.

ALEXANDER MEREDITH

Seneca, S.C.

Sirs:

There is a question whether Washington planned to attack Cornwallis at Yorktown or Clinton at New York that spring of '81. You suggest he was after Clinton. We claim he was after Cornwallis. We base this on Washington's own comment in a letter to Noah Webster, July 31, 1788. He writes that "much trouble was taken to misguide... and bewilder Sir Henry Clinton in regard to the real object [Yorktown] by fictitious communications."...

WILLIAM BENDER

Ann Arbor, Mich.

● Most historians agree that Washington, intent on recapturing New York, was diverted toward Yorktown by the refusal of De Grasse either to take the French fleet north of the Chesapeake area or to stay more than six weeks in America. Reluctantly he ordered his army south, and the Yorktown trap was sprung.—ED.

CONSERVATIVE TREND

Sirs:

Calling Governors Duff and Warren "enlightened conservatives" ("Politics on the Fourth," LIFE, July 3) is correct, but when you mention Hickenlooper, Smathers and Smith strike the word "enlightened"!

ALMIRA STEVENSON
HENRY STEVENSON

Washington, D.C.

FAINTING SOLDIERS

Sirs:

The Princess Pats on parade ("What Will the Sergeant Think?" LIFE, July 3) gave thought to their comrade who gently fainted during dress rehearsal of trooping the colors. As soon as the color escort passed, a thinking staff sergeant carried him from his five-minute resting place to a grassy couch on the edge of the parade square. Even this fainting man remembered instructions: "If you feel a faint coming on, go down gently while you still have control." In the picture he still had control enough to lie at attention. He did not faint during the actual ceremony the next day.

MAJOR A. M. STIRTON
Public Relations Officer

Western Command
Edmonton, Alberta, Canada

Sirs:

Walking over the poor devil after he passed out seems too much to swallow from a so-called civilized nation.

JOSE RODRIGUES JR.

East Boston, Mass.

Sirs:

When I was in boot training for the U.S. Marine Corps, fainting was a common occurrence. I imagine it was quite common on many other stations.

CONTINUED ON PAGE 7

Fast help for HEADACHE

Upset Stomach • Jumpy Nerves

WHERE
OTHERS
FAIL
BROMO-
SELTZER
WORKS



Today more people than ever before use Bromo-Seltzer. Because this time-proved product gives fast help. Not only for headache pain, but also for the upset stomach and jumpy nerves that often go with it.

Quick! Pleasant! Bromo-Seltzer effervesces with split-second action, ready to go to work at once. And it is so refreshing! You must be satisfied or your money back! Caution: Use only as directed.

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It works! It's based on a formula our fighting forces used to combat insects in the jungles! New Skat chases mosquitoes, biting flies, chiggers. Just apply it on all uncovered parts of your skin and RELAX. Safe from the fun-spoiling buzz and bite of hateful insects.

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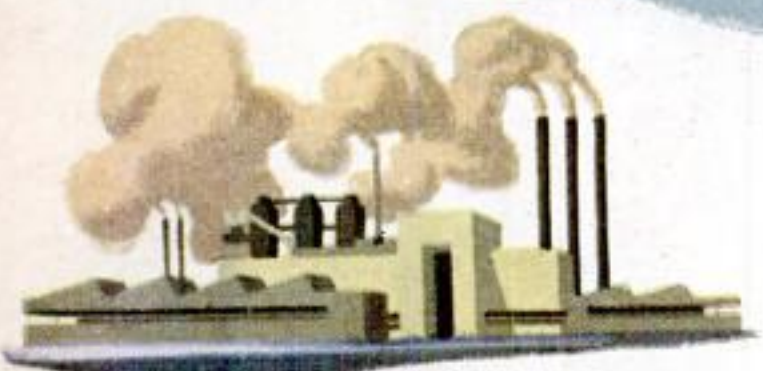
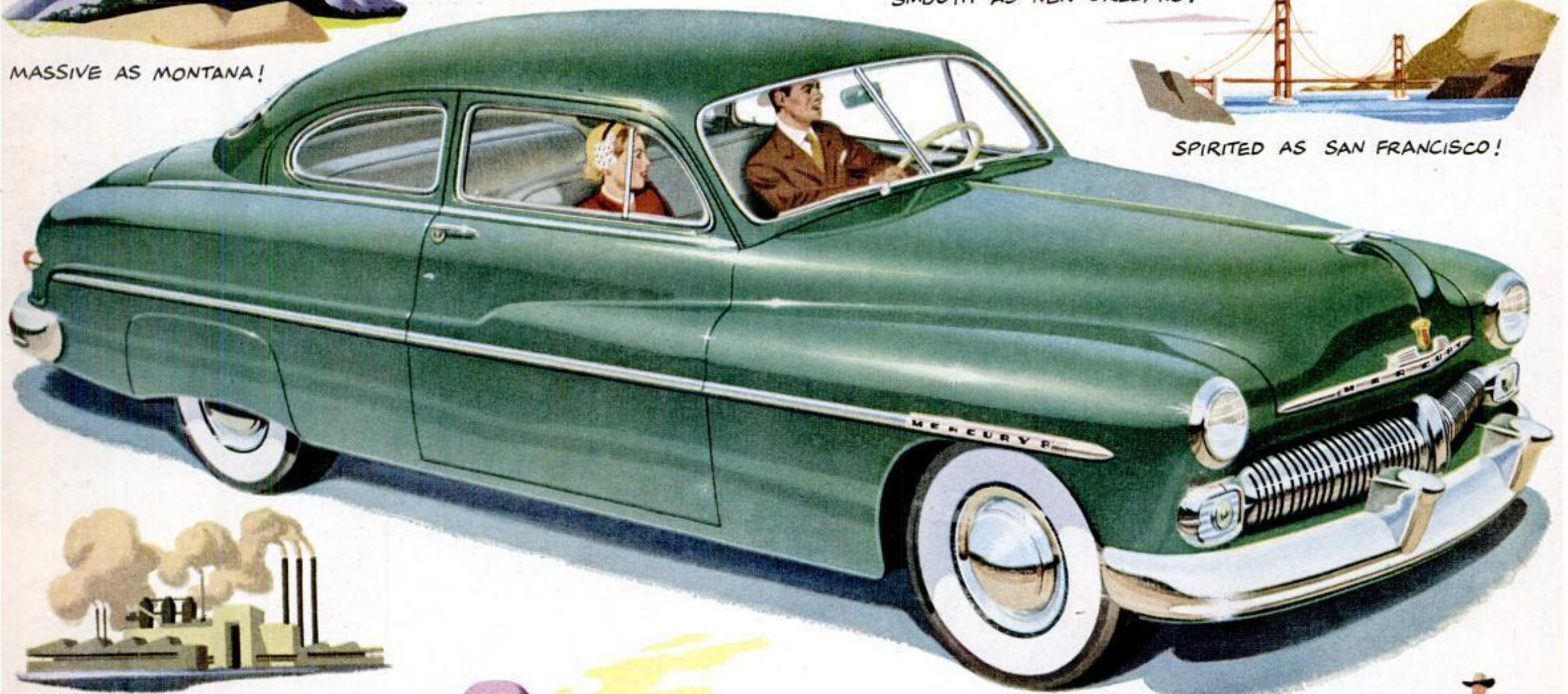
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*If your state isn't shown above, it's because space didn't permit. But you can be sure it's another Mercury state, too!

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BE A "FRESH UP" FAMILY!

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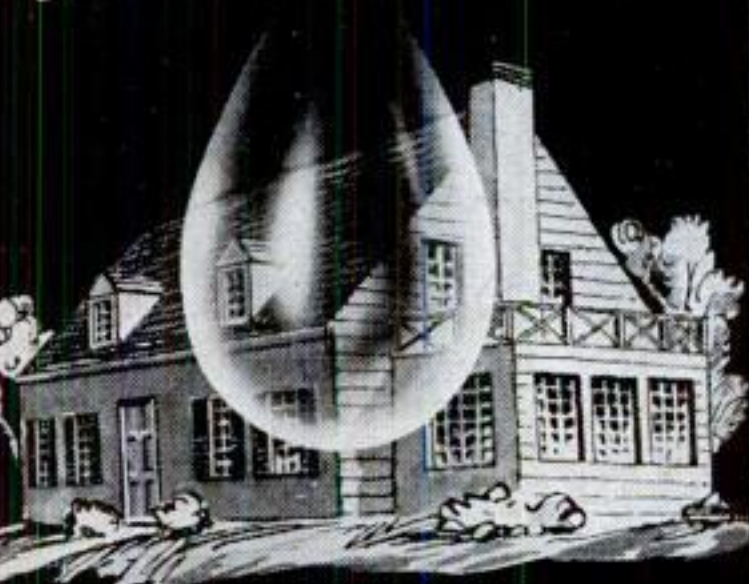


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LETTERS TO THE EDITORS

CONTINUED

I have seen many men kicked to see if they were "doping off," and if not they were rolled out of the way and when they came to were told to "get hot" and get back in ranks. We always felt that this was just part of the training. It seems a shame to ridicule another country for things we have had here for years.

ROBERT C. RONEY
North Grafton, Mass.

GOVERNORS' MEETING

Sirs:

I am a sandwich man, and Dewey's latest profound utterance ("Politicians Without Politics," LIFE, July 3) for the American public pleased me greatly. That statement was the best reflection yet made on the man's true character. The American people are to be commended for twice keeping him from reaching the White House.

CONSTANTINE DiCocco
Denver, Colo.

Sirs:

Seems to me Dewey missed a wonderful opportunity to show that he is not a stuffed shirt.

GABE RICHARD
Detroit, Mich.

Sirs:

Being a Republican, I'm a little disappointed in Mr. Dewey's poor sportsmanship. How many others feel the way I do?

MRS. JOHN HOWARD
Los Angeles, Calif.

● Nineteen agreed. One (below) did not.—ED.

Sirs:

Hats off to Governor Thomas E. Dewey of New York for refusing to hold a sign for LIFE's preposterous picture. Maybe the country missed a bet in November 1948 after all.

I hope that this admirable stand starts a trend of resistance to this brand of photographic nonsense.

ROY H. COPPERUD
China Lake, Calif.

Sirs:

Here I am running for lieutenant governor of Massachusetts, and according to you there isn't any such state. Daniel Webster once said proudly, "Massachusetts, there she is." But

CONTINUED ON PAGE 8

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How would you
like to RE-BUY
everything
in your house?



-if everything
burned TONIGHT
by Don Herold

You may wake up some night and find your house burning down.

You may have enough insurance on your house, but I'll bet you haven't nearly enough on your household furnishings.

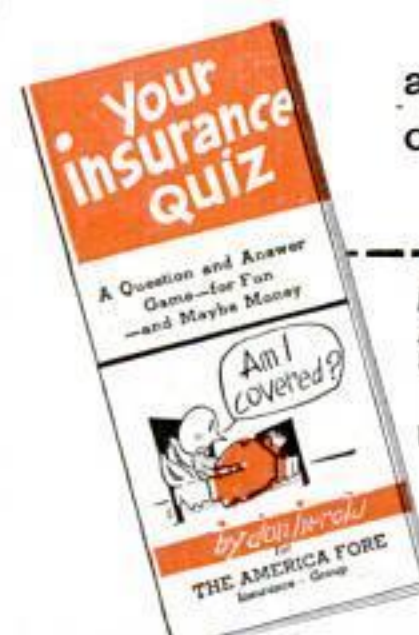
If you're typical, you haven't the slightest idea of their worth. You accumulate things one at a time—clothes, pieces of furniture, etc.—but they can burn ALL AT ONCE.

TODAY, make
a rapid inventory
of the contents of

one room—then of the others. You'll be surprised at their value. Then get ENOUGH INSURANCE!

Get my booklet—"Your Insurance Quiz." It not only has forms with which you can make a household inventory but explains the various insurance coverages available for your proper protection.

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As much **calcium** and **phosphorus** for strong bones and teeth and as much essential **niacin** as in 7 quarts Grade-A milk. As much **fat** as in 1¼ ounces of fresh creamery butter.



As much protective **vitamin A** as in 1 lb. garden-fresh tomatoes—as much **iron** as in 2 lbs. fresh liver—and as much **food energy** as in 1¼ loaves whole-wheat bread.

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America's Largest-Selling Brand

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LETTERS TO THE EDITORS

CONTINUED

readers of LIFE are bound to reply "Where?" because, by golly, there she isn't!

ROBERT H. W. WELCH, JR.
Cambridge, Mass.

● Massachusetts' sign got lost behind the governors of Connecticut and Rhode Island.—ED.

COW vs. COP

Sirs:

I believe your title "Cow vs. Cop" (LIFE, July 3) should read "Bull vs. Bull," but then we haven't all had the privilege of being reared in the country.

CHARLES SEABOLDT

Honey Brook, Pa.

● It was neither cow nor bull but a steer.—ED.

HUMAN EMBRYO

Sirs:

Your article ("The Human Embryo," LIFE, July 3) would have been fine in a medical journal, but in LIFE it was out of place. I think many women readers will agree with me.

ETTA A. BAKER

Staten Island, N.Y.

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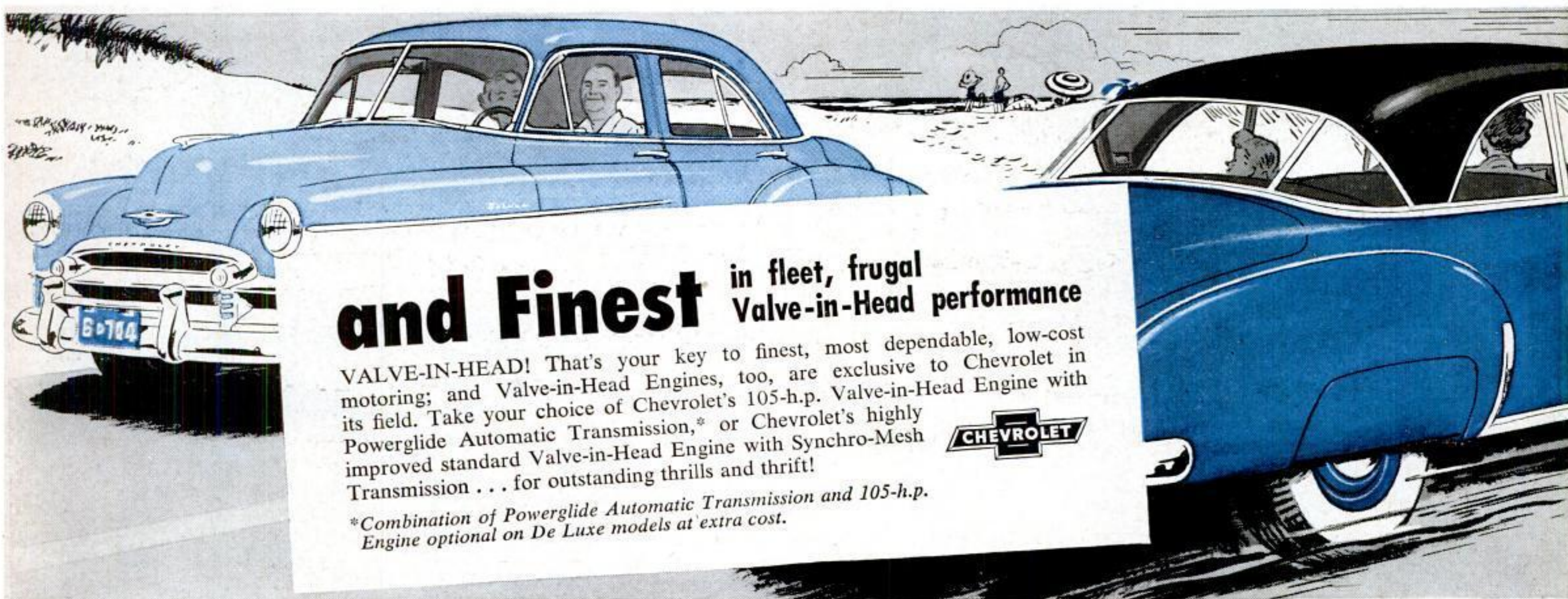
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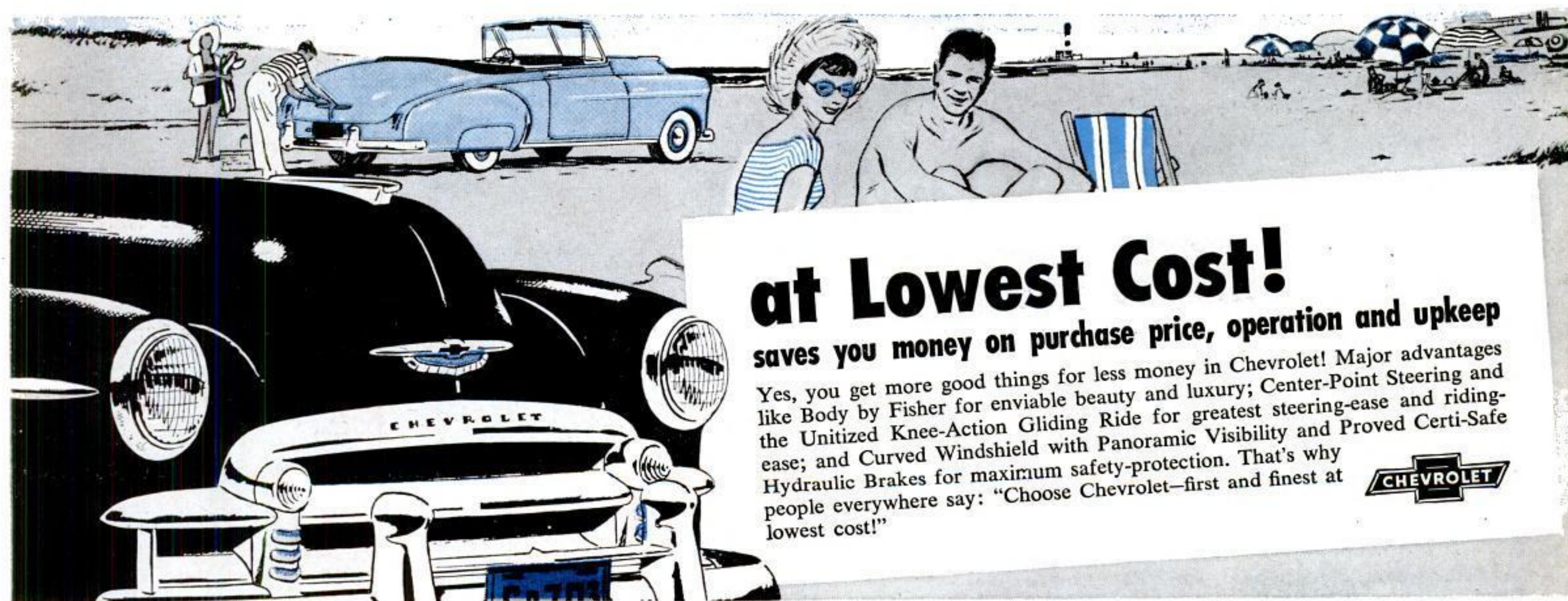
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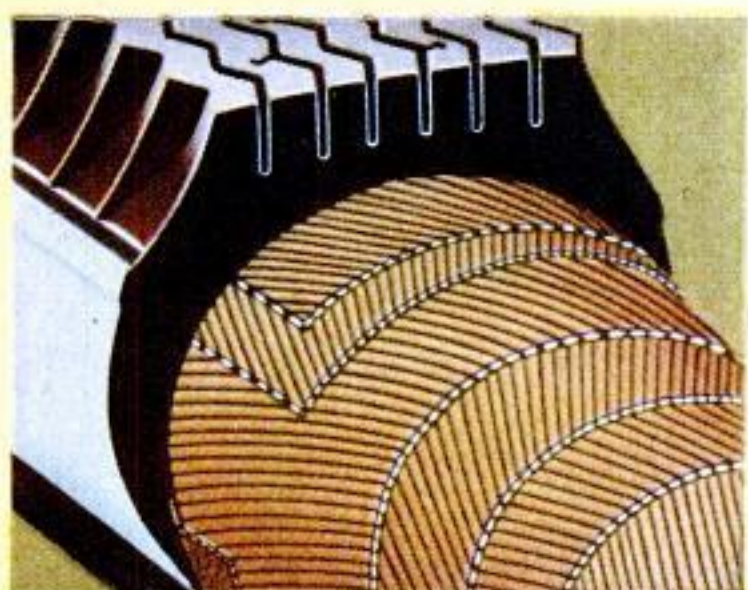
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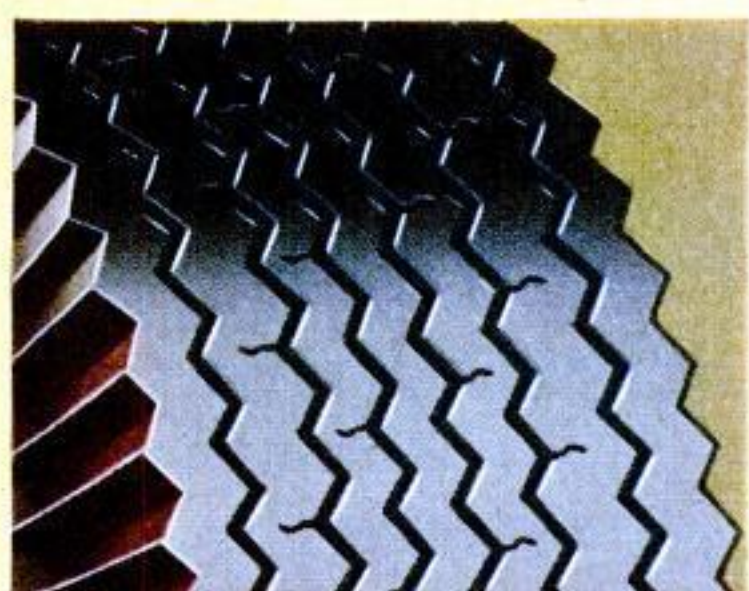
Oldsmobile Hydra-Matic Drive, at reduced price, optional on all models, Series "88" and "98" models powered by "Rocket" Engine.

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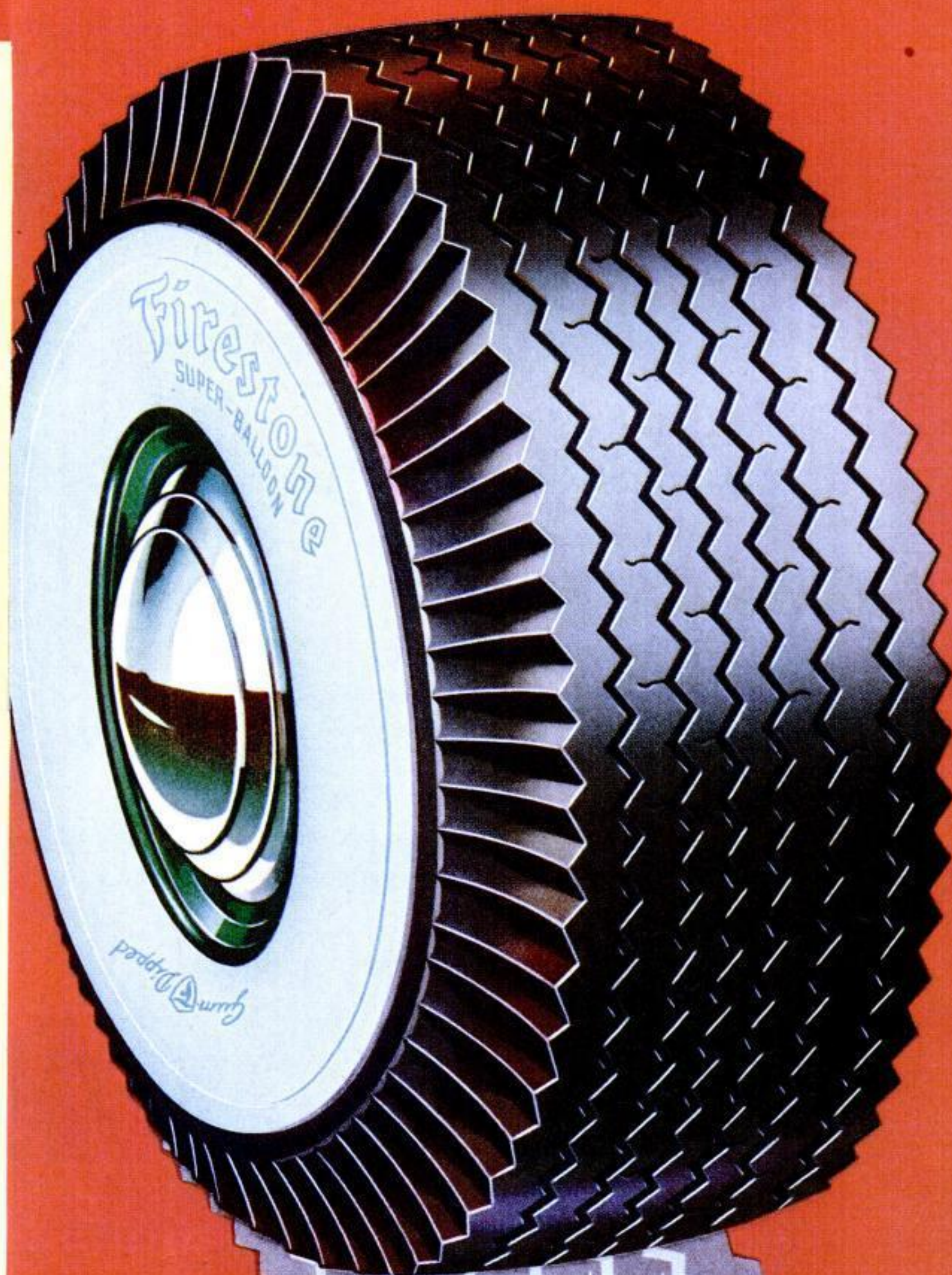
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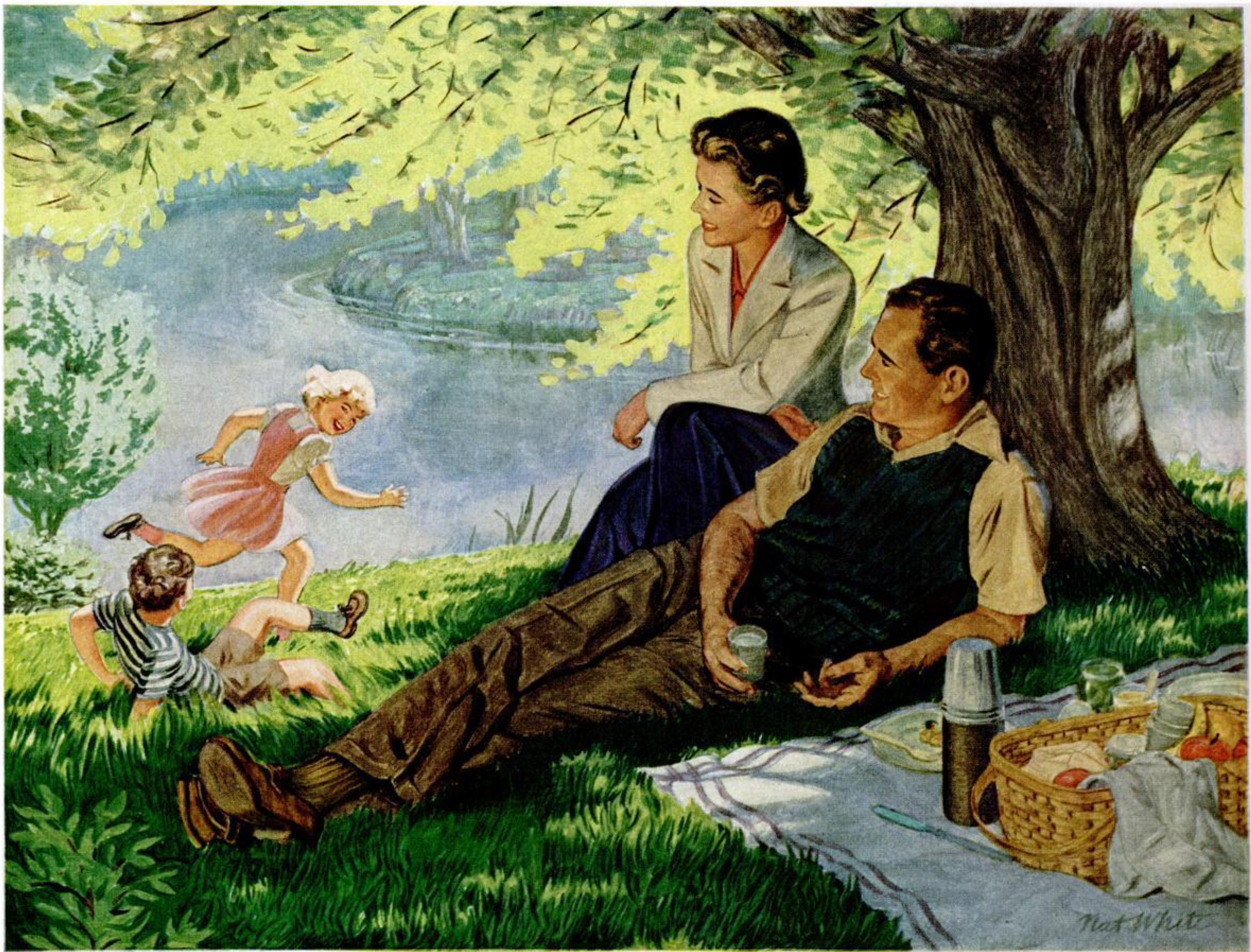
ON AUGUST 3, FIRESTONE CELEBRATES its 50th Anniversary of providing the public with extra quality and extra value products and services at no extra cost. In that half-century, Firestone pioneered such outstanding contributions to safety and economy as the first straight-side tire, the first commercial demountable rim, the first non-skid tread, the first Gum-Dipping process, and the first balloon tire . . . achievements which prove that *Your Safety Is Our Business at Firestone.*

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Picnics come two ways. The ones you just sit around and dream about. And the ones that actually blossom out and happen on a fine summer day—like a patch of buttercups.

Some folks have the habit of happiness. They think nothing at all of pitching in and deviling some eggs, making a raft of sandwiches, frosting a big cake and lighting out for the nearest piney woods at the drop of a hat.

It's nice to take your fun where you find it. But sometimes it's not so easy if you've got Tomorrow on your mind.

If you want to get real pleasure out of living there's nothing like the secure knowledge that you have Prudential protection. And that it's busy on the job day after day—working out the future for you and yours!

It's great to take it easy on a lazy afternoon and know that you haven't

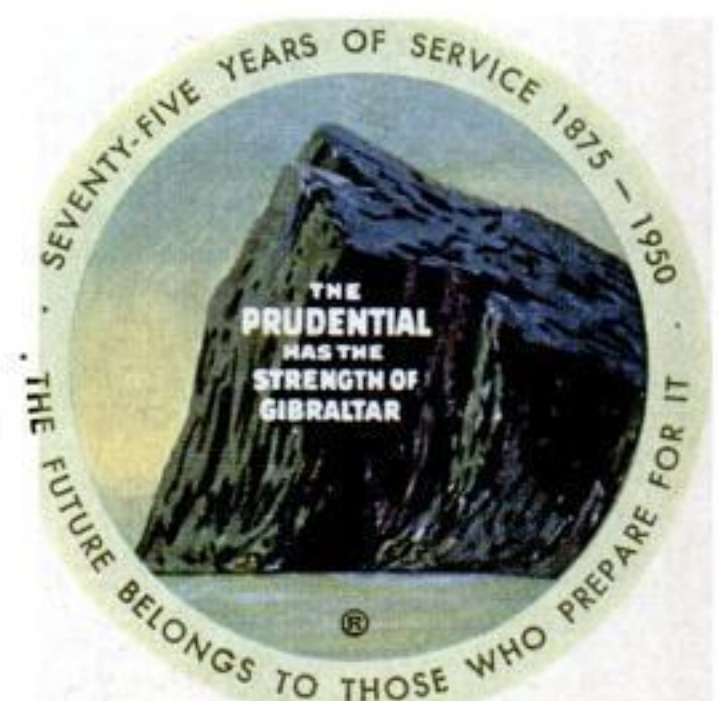
got a thing in the world to worry about. Except perhaps that salt shaker you tipped over into the potato salad. Or that fleecy white cloud up there.

★ ★ ★

In a lot of homes today, the present is happier because the future is secure. The Prudential gives you a choice of roads to future security and a map to take you there.

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LIFE'S COVER



Billy Petersen, the freckle-faced Boy Scout on LIFE's cover, was one of 47,000 Scouts at the Boy Scout Jamboree at Valley Forge, Pa. this month (pp. 95-101). Billy lives in Montana, but some day he'd like to go back to Riverside, Wash., where he used to live and where he has a treasure of Indian arrowheads, silver dollars and other loot buried in some caves, waiting for him to come back and dig it up. Billy is 12 and wants to be a Scoutmaster when he grows up, and to make a living he wants to be a chemist, a newspaper reporter or a detective.

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21—NATIONAL GEOGRAPHIC MAGAZINE, DAVID DOUGLAS DUNCAN	65—EMIL SCHULTHEISS
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*Their story breaks
the silence of
the years!*

JAMES STEWART

"Nothing can
change our love...
neither the
color of your
skin — nor mine!"

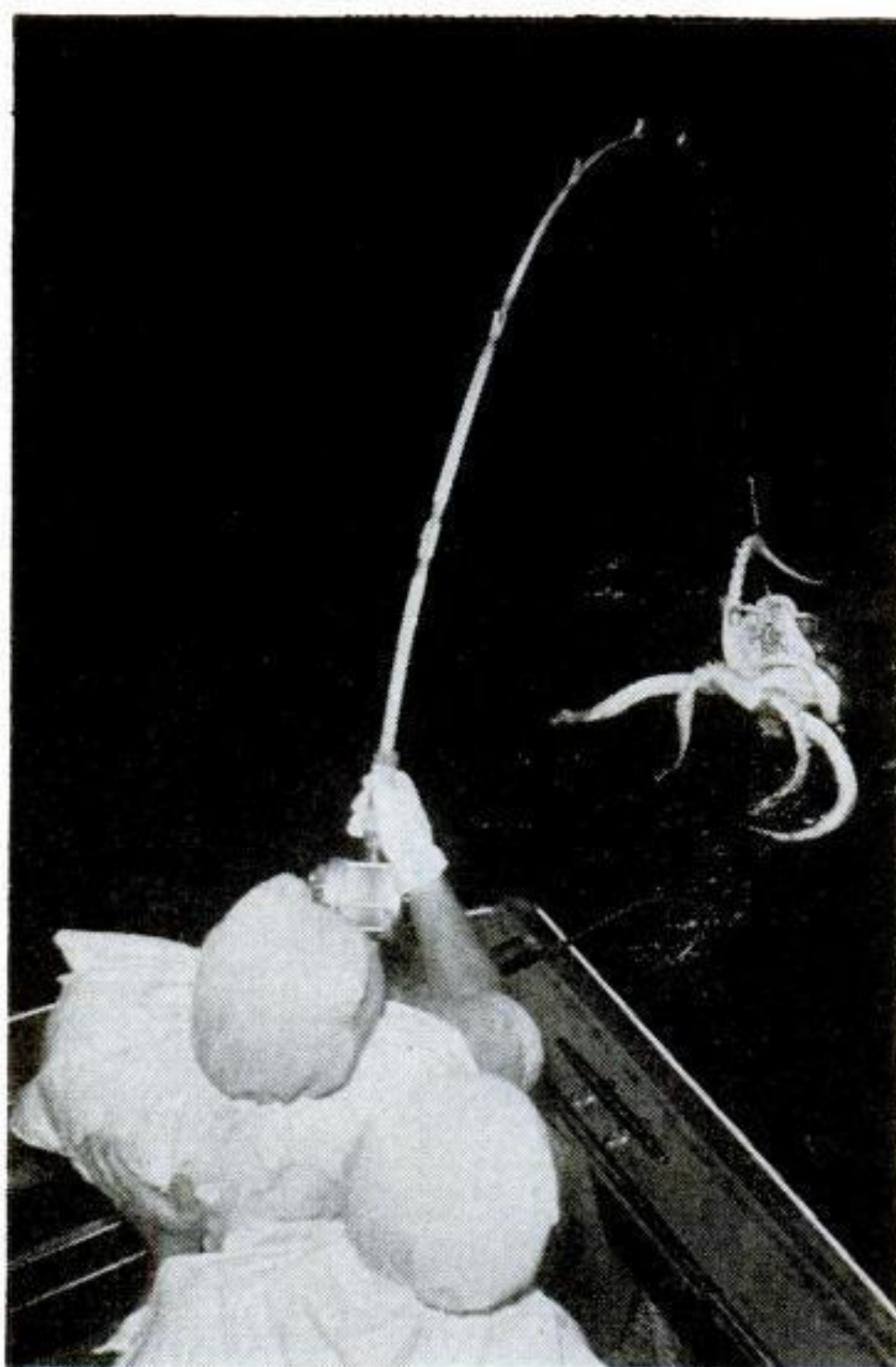
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with
JEFF CHANDLER · DEBRA PAGET
Directed by **DELMER DAVES** • Produced by **JULIAN BLAUSTEIN**
Screen Play by Michael Blankfort
Based on Novel "Blood Brother" by Elliott Arnold

Technicolor
20th CENTURY-FOX



PRIZEWINNER in national test was taken by amateur Dave Duncan in 1937 with a folding Kodak. Then a Univ. of Miami student, he used his \$250 prize to buy equipment and was soon working in Central America as a professional.



GIANT SQUID, the first to be caught on rod and reel, was snapped by Duncan off Peru. It appeared in first story sold to *The National Geographic*, whose editors considered his fishing shots among the best of their type they had ever seen.



GREEDY VULTURES posed for Duncan as they waited for South American natives to finish cleaning fish. Duncan also wanted shots of giant condors that flew down from the Andes to vie with vultures for scraps, but the condors never got within his camera range. *Geographic* also used this picture in his first story.



BEARDED, BEGRIMED Lieutenant Duncan grasps his carbine in one hand, film in other at Bougainville. Marine Corps let him roam and shoot as he pleased.

SPEAKING OF PICTURES . . .

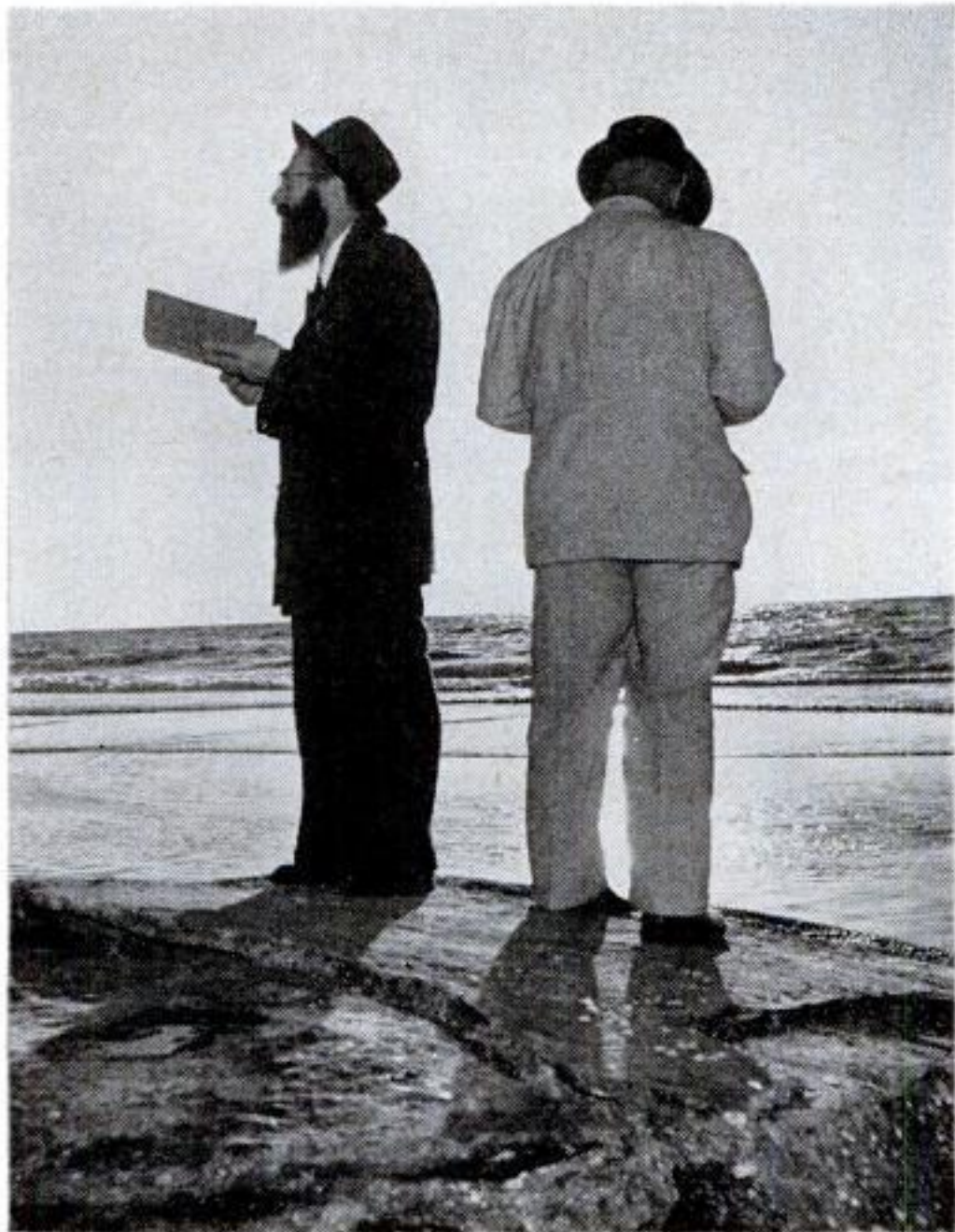
. . . These are by **LIFE's David Duncan**, new star reporter now covering Korea



DUNCAN AND HIS TOOLS

LIFE Photographer David Duncan is the first big new name to emerge from U.S. correspondents' coverage of the war in Korea. First photographer ever to fly on a jet combat mission, he has sent pictures to LIFE this month that have been reproduced everywhere. Along with his film has come intense eyewitness writing on the opening weeks of the war. Taking outstanding pictures is not, however, new for Dave Duncan. On these pages LIFE shows some examples of his work, starting with the picture (top left) that changed him from a marine zoologist to a photographer. Into the past 15 years

the 34-year-old Duncan has crammed experience as a boxer, diver, photographer in Latin America for an airline and *The National Geographic Magazine*, and Marine combat photographer from Guadalcanal to Tokyo. Since joining LIFE's staff four years ago, he has roamed through the Balkans, the Near East and India to get exclusive pictures of the Turkish general staff, the Communist boss of Bulgaria and the meeting of feuding Arab kings, Abdullah and Ibn Saud. Among other feats, he worked six weeks behind the Iron Curtain in Bulgaria on a two-week pass and cracked an Arab ban on U.S. correspondents during a Palestine crisis. Duncan is still on the job in Korea, and LIFE readers will be seeing more of his work.



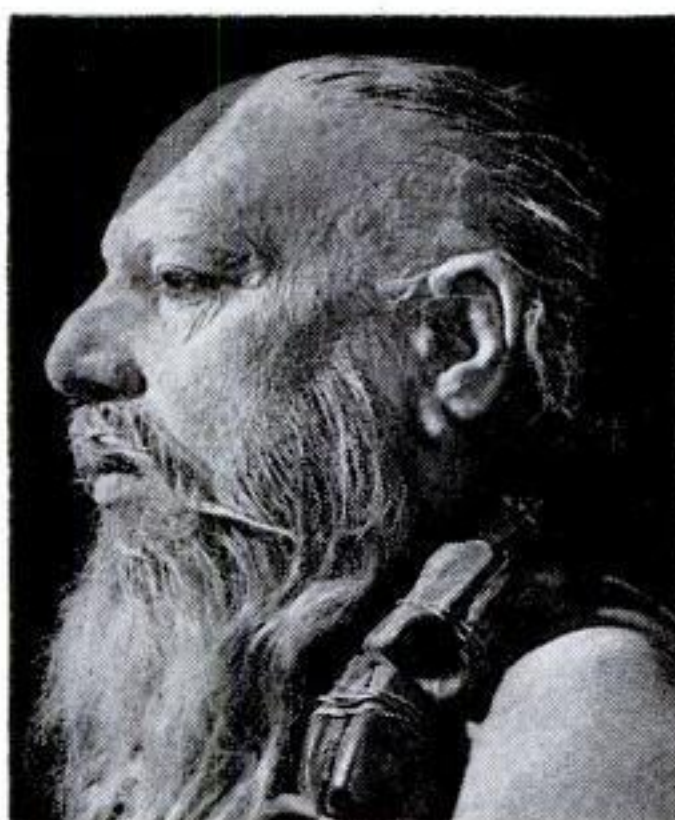
TWO JEWS on the Mediterranean shore perform rite of casting old year's sins into the sea for Duncan's camera.



QASHQUI WARRIORS of Iran pass in thundering review before Khan of Khans. Duncan found the spectacle "more impressive than any Hollywood might produce."



PUPPET RULER of Red Bulgaria, Vasil Kolarov, was nabbed by Duncan in spite of Iron Curtain guards.



SECT RULER in India was a great catch, like finding "South Pacific tickets wrapped in tiger skin and ashes!"



ARAB POLICEMAN and camel in Palestine gave Duncan his first LIFE cover, Nov. 4, 1946.



TURKISH CAVALRY reminded Duncan of "the famous old war paintings come to life." Turk rifleman guarded Duncan from wolves on this trip.



INDIAN PILGRIMS return from great religious festival of Kumbh Mela (LIFE, May 1) as dawn strikes the Ganges River.

NEW! A lighter-bodied cream tonic

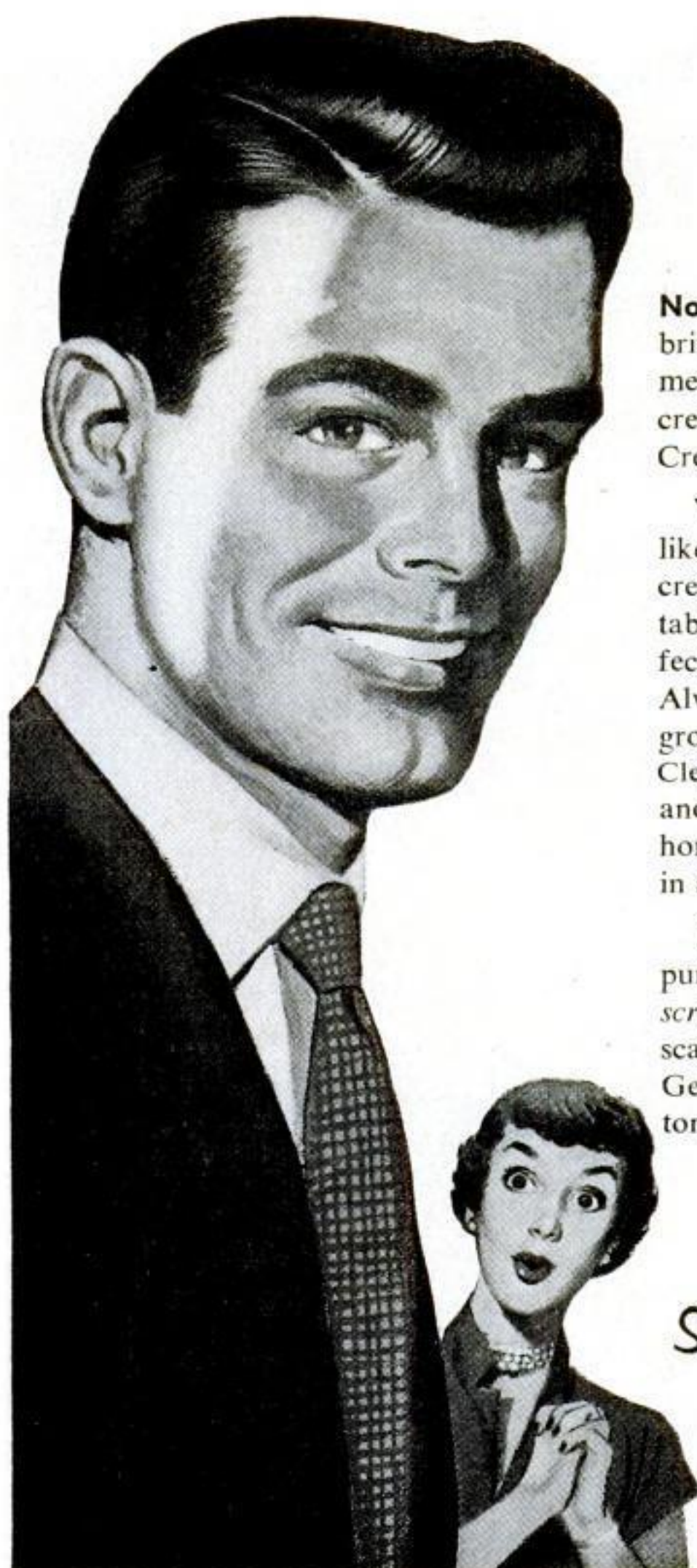
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gives you that

"clean-groomed" look!



**NO heavy film
NO sticky comb
NO messy hands**
with the first cream tonic
made of pure vegetable oil!



Now the makers of famous Vitalis bring you a great new improvement over ordinary thick, heavy cream tonics... new Vitalis Hair Cream!

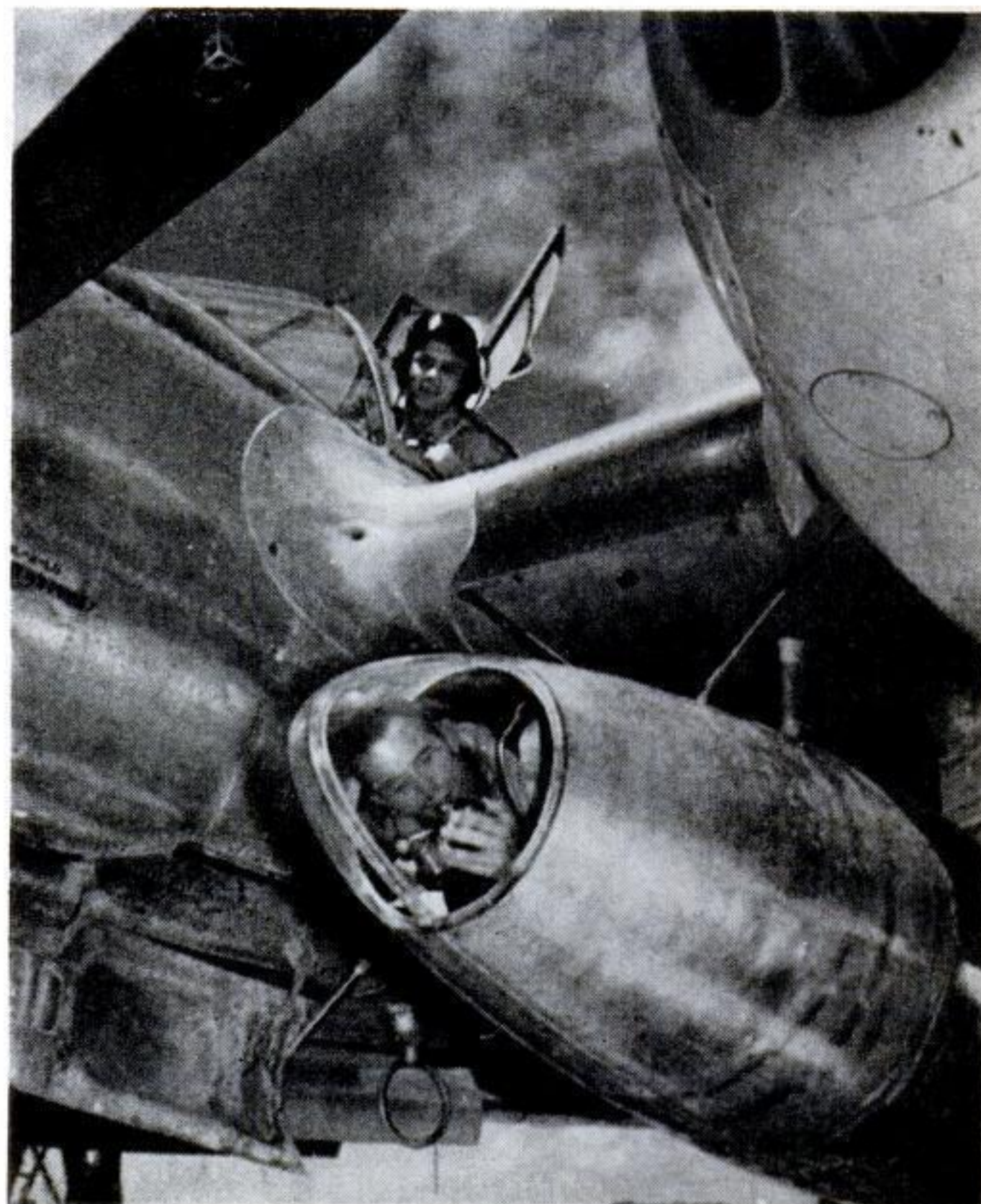
You've never used a cream tonic like this! So light, so fine. The first cream tonic made of pure vegetable oil, it grooms your hair perfectly, yet leaves *no* heavy film. Always gives your hair the "clean-groomed" look everyone admires. Cleaner to use, too—rinses off comb and hands with plain water. It's homogenized for easy flow, comes in a handy shaker-top bottle.

Moreover, Vitalis Hair Cream's pure vegetable oil is a *doctor's prescription ingredient* for dry, flaky scalp—routs flaky dandruff fast. Get this new, lighter, cleaner cream tonic at your drug counter today.

She'll prefer that
"clean-groomed" look!

P.S. Ask your barber for a professional application of new Vitalis Hair Cream.
Made by Bristol-Myers—Dependable Products since 1887

DAVE DUNCAN CONTINUED



DUNCAN IS SEALED IN P-38 WING TANK BEFORE TAKE-OFF

DUNCAN AT WORK

In World War II Dave Duncan set his heart on getting action shots of one of the first P-38 rocket attacks made on Jap positions on Okinawa. Since P-38s are one-seaters, Duncan had a blister built in a wing tank and sealed himself inside. For an hour, while the plane dived at around 300 mph and fired into Jap-held hillsides, he huddled in his airless cage, took pictures—and lost 11 pounds. In Korea, Duncan carried the technique a step further, riding ahead of the pilot on a jet combat mission.



RESULTING PHOTO, shot through the Plexiglas nose of Duncan's wing tank, records P-38's rockets blasting Japanese gun-pit positions at Okinawa.



Reddi-wip

Brings New Magic to Fruit

*Glorifies all your Summer Desserts...
at the Touch of a Finger!*

You'll enjoy serving this season's delicious sun-ripened fruits as never before. For now you have sensational new Reddi-wip—that transforms these familiar fruits into the gayest of glamorous desserts—at the merest touch of your finger.

Reddi-wip is made with fresh, rich cream. It whips itself automatically—there's no beating, no bowl washing and no failures. So it's one of the wisest things you can possibly do to make a daily event of fruit

and Reddi-wip—right now when fruits are at their most economical, healthful best.

Yes, Reddi-wip is nothing less than magic in the way it saves you work and wins you compliments as a dessert maker. Order Reddi-wip from your grocer or milkman now. Serve fruit, fresh or frozen, covered with Reddi-wip, as a dessert *today*. When you hear your family's praise, you'll want to serve it day after day.



Slice a banana, add a mound of chocolate ice cream, cover with Reddi-wip. Decorate with a maraschino cherry or chopped nuts. There's a quick dessert that's guaranteed to make the family grin from ear to ear.

Peaches and Reddi-wip... a glamorous improvement of an American favorite. Try it!

Raspberries or blackberries in a mold of raspberry gelatin, surrounded by extra berries, lavishly covered with Reddi-wip. Easy, and prize-winning.

There's an endless variety of desserts you can make simply and easily with Reddi-wip. You'll originate many ways of your own when you combine it with fruits, ice cream, molds, pastries. Read the simple suggestions above.



Ask for
Reddi-wip
FROM YOUR MILKMAN OR GROCER

Reddi-Wip, Inc., 3938 Lindell Blvd., St. Louis, Mo.

Does the end of the day find you "UNDER PRESSURE"?

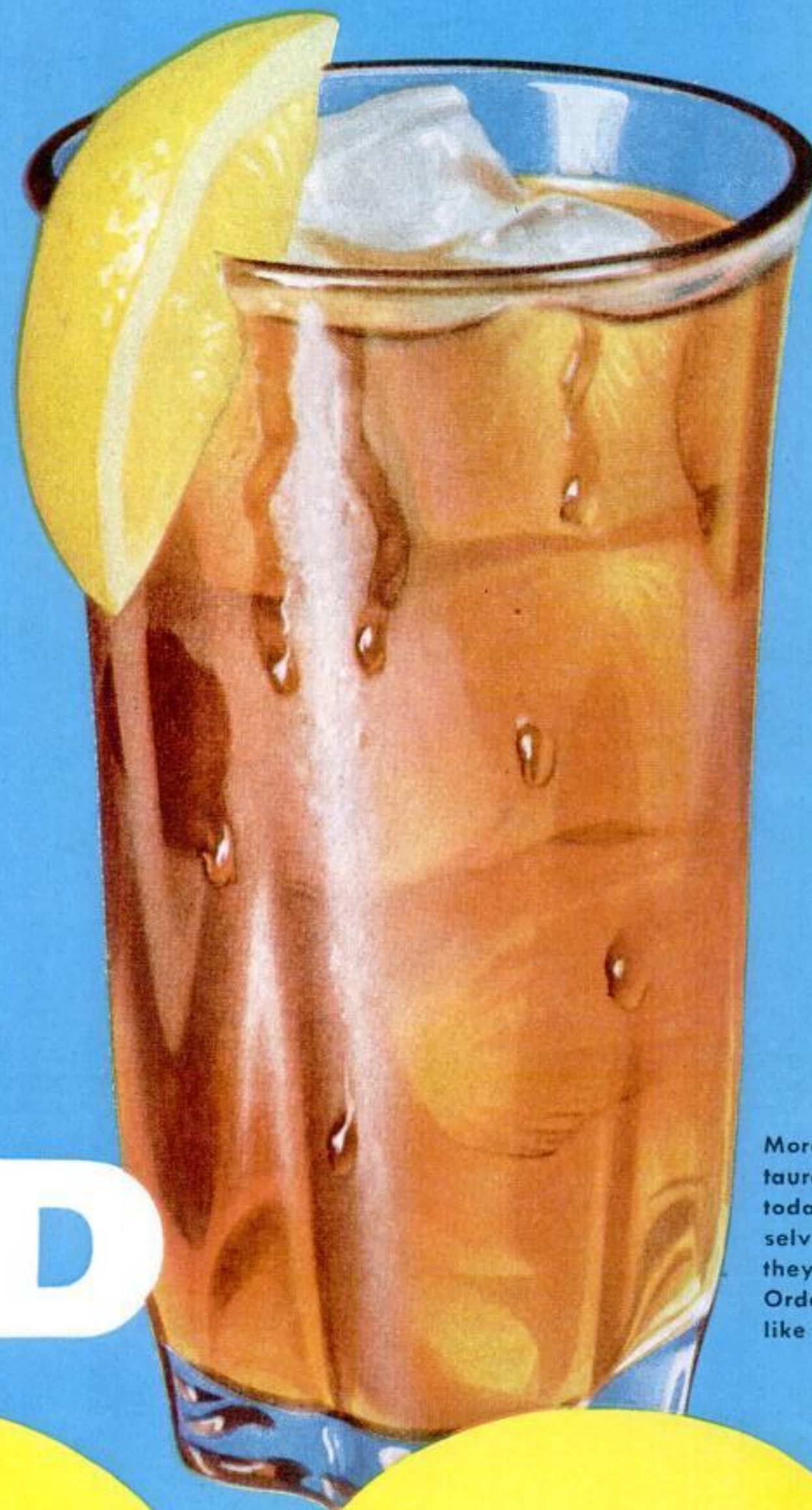


It's hot, and who cares? Here's your tall, tinkling answer to summer. Iced Tea—the Great American Cooler Off-er. Frosty fun in a glass? Sure. But far more . . .

Here is relief from the pressure of a hard day. For isn't this the one refreshing beverage that steps you up without keying you up? Tea, whose clean, cool taste makes all foods taste better.

Try tea, hot or iced, and see if it doesn't help relieve the pressure of the day and make you feel better.

Nice to know, too, that tea costs less—far less—than any other mealtime beverage.



More and more restaurants and hotels today pride themselves on the way they brew iced tea. Order some—you'll like it.

fix yourself some ICED tea

TO MAKE GOOD TEA
THE STEPS ARE THREE...



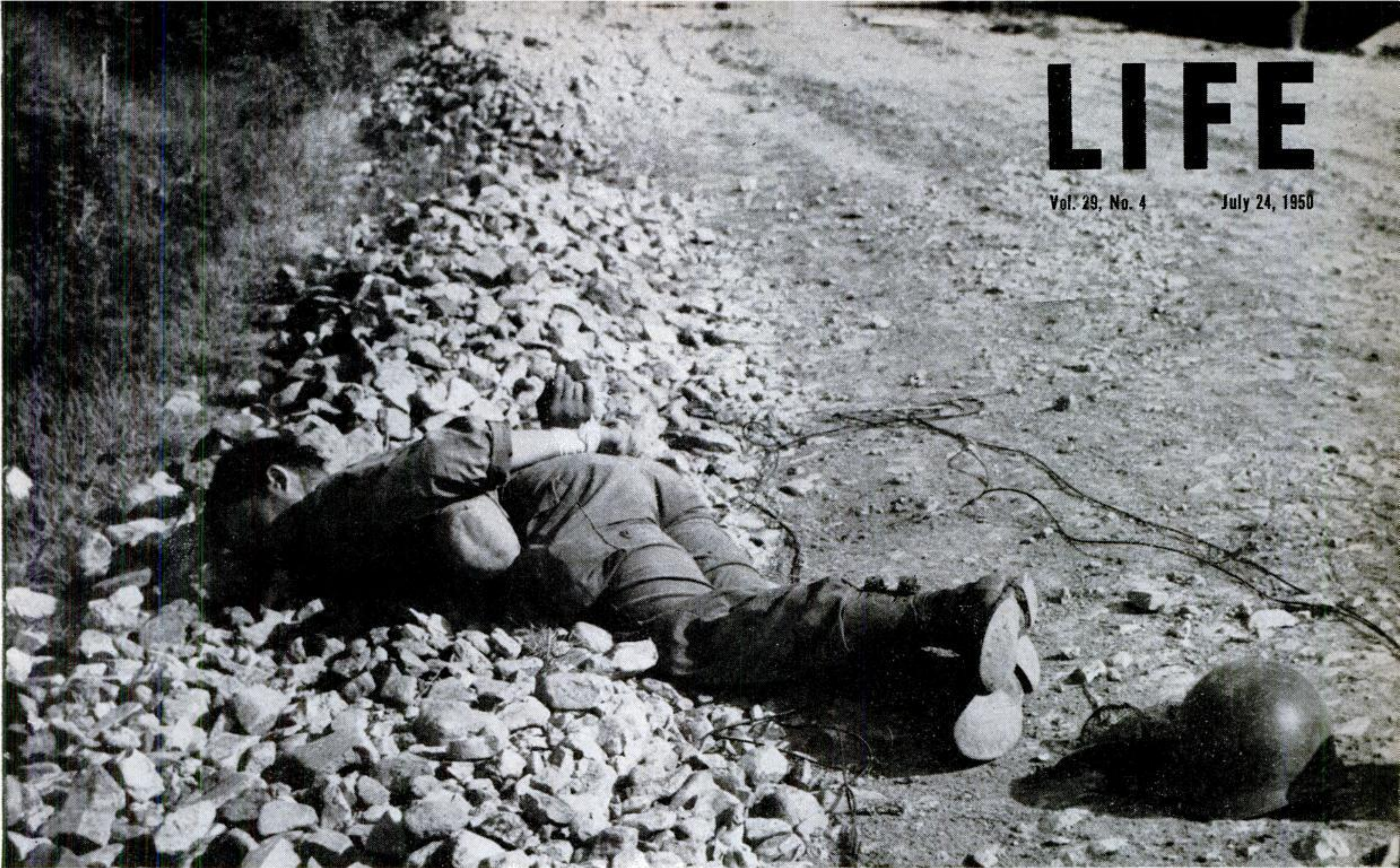
1 Have the water
for your tea
Boiling, boiling
merrily!



2 Tea bag or teaspoon—
it matters not.
One for each cup and
one for the pot.



3 Don't skimp the time
in which you brew it
Three minutes or more—
no less will do it!



FACE DOWN ON A KOREAN ROADSIDE LIES THE BODY OF AN AMERICAN SOLDIER WHO WAS CAPTURED BY COMMUNISTS, TRUSSED UP AND THEN MURDERED

WHY ARE WE TAKING A BEATING?

On the Korean front retreating American soldiers, bitter at their own blameless failure and the brutal execution of their comrades, were asking some savage questions. "Why don't you tell them how useless it is?" said Lieut. Edward James of Columbus, Ga. "Why don't they send over something we can really fight a war with?"

On the home front the questions were much the same. The best way to answer them was to begin with the words of another lieutenant: "I hope that guy Johnson is satisfied. I hope all those politicians are happy with the way they saved money on the Army."

But in the 12 months before the war began the U.S. budgeted \$14.4 billion for defense. Was that saving money?

Most of that \$14.4 billion paid housekeeping expenses, leaving an ineffective percentage for combat strength.

Should we have spent more?

Yes. In 1948 the late Secretary of Defense James Forrestal and the Joint Chiefs of Staff worked out a minimum budget of \$18 billion that would have provided 18 divisions, 70 air groups and 420 combat ships—enough to have given the North Koreans the resistance they deserve.

Why didn't we spend the extra \$4 billion?

Because Harry S. Truman is a politician. During the 1948 campaign he promised the people some expensive things—continued high farm price supports, increased social security—and in order to pay off his campaign promises he

took the money from the military budget. He gambled that we would not need Forrestal's combat forces and lost the gamble.

If it was Truman's fault, what did the lieutenant mean when he said he hoped that guy Johnson was satisfied?

He meant that Defense Secretary Louis Johnson, claiming "we're in grand shape," cut the armed forces' money even more. For example, the lowered budget called for 12 aircraft carriers. Johnson made it seven. And Johnson cut the Marine Corps, traditionally the readiest fighting force the U.S. has, as if he meant to do away with the Corps entirely.

What's wrong with our equipment?

"Our shells bounce off those Red tanks like ping-pong balls!" cried a sergeant. In Washington the Defense Department said, "Ten tanks have been lost and two disabled."

Our troops are fighting with World War II weapons. New ones have been developed—the 3.5-inch bazooka that can pierce 11 inches of armor, the recoilless 75-mm. rifle—but apparently few have been manufactured. As for armor, the few tanks we had in Japan are far lighter than Red tanks and are hopelessly outgunned.

Can't our planes knock out Red tanks?

Yes. But the Air Force has overemphasized strategic power (B-36s and the atomic bomb) and neglected tactical power (ground support). Our jet fighters, when they flew from Japan, could spend only 10 to 15 minutes over the targets, and

their 600-mph speed hampered their accuracy.

A U.S. infantry commander told LIFE Correspondent Carl Mydans, whose report fills the next four pages, "Man for man, we're better than they are any day of the week. But they're coming at us 15 to 1."

Haven't we any first-line troops to send?

We have but can't send too many. In a major war the Army expands by building new divisions around cadres of veterans. If we used up our cadres now, we would be in desperate shape.

What can we do, then?

We can fight with what we have. Two of MacArthur's four divisions are reported in Korea. They have not been kept in combat condition and apparently have not even maintained the inadequate equipment they had—some of it has failed in combat. We will reinforce these divisions with troops from home; Truman was expected to call up some reserves and National Guard units this week. Total mobilization will be put off as long as possible—it might wreck the U.S. economy, upon which the free world depends.

Our defense line has been broken on the Kum River and we may well wind up holding only a big beachhead around the supply port of Pusan. "We definitely expect to stay on the Korean peninsula," says General Omar Bradley, chairman of the Joint Chiefs of Staff. In time, after we have lost many brave men and great prestige, and after we have spent perhaps \$10 billion to do it, we will fight back to the 38th Parallel. Until then we will go on being kicked around.



WHILE SOME GIs STAND LOOKOUT, OTHERS DIG POSITIONS ALONG A KOREAN RAIL LINE DURING AMERICAN RETREAT. THIS SPOT COULD NOT BE HELD LONG,

"IT'S ONE RATION. SAVE IT, BOYS."

PICTURES AND TEXT BY CARL MYDANS

The battalion command post was in a shabby schoolhouse on an eroded hill. It was dark outside, and the wind and rain beat against grotesque draperies of Korean clothing and bedding hung in the open windows. On a desk was a map covered with red and black crayon symbols. It had been rubbed into a reddish black smooch, for all day the battle lines had been changing.

Lieut. Colonel Harold Ayres of New Orleans had had command of the battalion only 24 hours. But he had everything the handbook has



WOUNDED GI SMOKES WHILE GETTING FIRST AID



GIs JAM TRUCK, ONE OF MANY THAT PICKED UP TROOPS, AS THEY RETREAT TO FIGHT SOME MORE

written about "command presence, coolness, gentleness, decision." His sergeant was on the field telephone. He had been grinding it for more than an hour, but communications were out.

Ayres poked the yellow end of a wet cigaret between his lips. Suddenly the sergeant shouted, "We've got contact!" The colonel dropped the cigaret and said quietly, "Fine, sergeant."

A major took over the telephone. "Baker Company calling. They have some stuff stored two miles up the road. They're asking permission to send a party out to fetch it." Ayres fingered a ring. "Tell them negative," he said. "We haven't even got half that distance."

Three dripping soldiers were led in. They told their story in jerks. Their battalion had been overrun. These three had got through. They knew nothing of what happened to the rest.

The major got on the field phone again. "This is a message to all company commanders. Be

alert and in your holes. A minimum of movement in the rear—none whatsoever in the front. There may be troops coming through your lines, and they may be friendly. Be aware of this."

The colonel bent over the major, whose bloodshot eyes looked like wounds. He whispered, "Contact each company commander and tell them rations are being distributed." The major ground away on the phone. "One ration now being distributed for tomorrow. It's not for breakfast. It's one ration for breakfast, lunch and dinner. Save it, boys."

Men were packing. No word had been passed, but everyone knew we were being enveloped. The post was abandoned, and Colonel Ayres and his men withdrew southward into the night.

The lieutenant was barefoot when he walked into the dressing station, and he pointed to his



AND RETREAT CONTINUED. AT EVERY POSITION U.S. HAS LOST, THE STORY HAS BEEN THE SAME: NOT ENOUGH MEN AND EQUIPMENT TO PROTECT FLANKS



U.S. 19-TON TANKS MOVE TO FRONT. THEY ARE EASILY OUTGUNNED BY COMMUNIST 60-TONNERS

feet with a raucous laugh. Then he sat down on a broken bench and wept. Near him a surgeon was bandaging a man's chest. He stopped when he heard the lieutenant cry. He asked the sergeant, "See if you can get some hot water and soak that officer's feet." The lieutenant raised a yellow face and shouted defensively, "It's not my feet, doctor. It's here, it's here," and he jabbed a clenched fist at his heart. "They were my boys, doctor. They were just kids. This is the third time in three days and nights we were surrounded and cut off. The body and the mind won't take it, doctor." The medic was directing a corpsman who was probing the boy on the litter with a plasma needle. "It's been rough, lieutenant," he said soothingly. The lieutenant's voice rose. "Rough? That's not it, doctor, it's those kids. Four of them. Our orders were to fight our way out and leave the wounded. One of those kids looked at me as we were leaving,

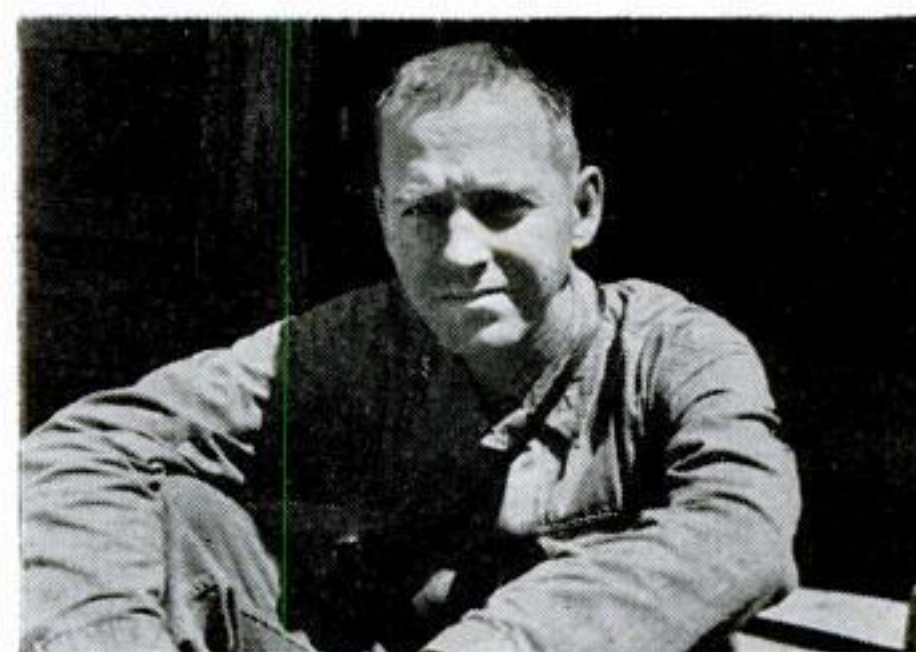
doctor. His belly had been blown open. I handed him a grenade and took off. If I had more guts I'd have shot him myself."

I had planned to spend the night on a hill with the infantry but decided to return to the regimental command post eight miles south for briefing. Staying up front, on the hill, were Homer Bigart of the New York *Herald Tribune*, Ray Richards of I.N.S. and Corporal Ernie Peeler of *Stars and Stripes*. Next morning at 7 o'clock I learned the road to the hill had been cut. Bigart broke through to write another story. Richards and Peeler died with theirs.

We pulled off the main road and fell in behind a patrol to look for a battalion which was out in the hills. Along the road we saw only a few

farmers. None waved, and some turned their backs. We were looking for a schoolhouse. But when we found it we saw no Americans and no vehicles. As we sat in our jeeps and wondered what to do, a sergeant came out and shouted, "Get those goddamn jeeps off the road." It was the right schoolhouse after all. Inside we found Colonel Ayres of my old battalion.

"This is a hell of a note," Ayres said in his academic way. "A bunch of correspondents come out into these mountains and find us like sitting ducks." The room was littered with field packs, socks, combat boots and sleeping men. "We came in here last night," said Ayres. "Got cut off again and had to fight our way out. We'll hold while we can and run when we can." He shook his head in a gesture of exhaustion. "I don't suppose you've heard any news from outside, have you?" "What kind of news?" asked one of the correspondents. The colonel smiled a little, then he said, "We were just wondering if there was any more American army coming in here and we were kind of hoping that if it came it would come soon enough for us to see it."



COLONEL AYRES: "WE WERE KIND OF HOPING..."



NEW U.S. COMMANDER in Korea, Lieut. General Walton Walker, a tough pupil of the late General Patton, led tank corps across Germany.



NAVY VETERAN of World War II, Robert W. Nelson of Central City, Neb., now a sergeant serving with an artillery outfit in Korea, slakes his thirst during a lull in the action.

NEAR THE TOWN OF CHONUI, AMERICAN 155s, RUSHED OVER FROM JAPAN TO HALT COMMUNIST TANKS, BLAST AWAY AT INVADERS' POSITIONS IN THE HILLS





TANK-BUSTER Sgt. Royce Bowen of Taylor, Texas knocked out a North Korean tank with a 105 mm. howitzer while helping to cover the American retreat near the Kum River.



TRAPPED with his infantry unit for 24 hours, Sgt. Jerry Christensen of Balaton, Minn. said, after fighting way out, "All I need is a bath."

A 155 SHELL EXPLODES NORTH OF CHONUI (FOREGROUND), BUT CHONUI, 25 MILES FROM U.S. HEADQUARTERS AT TAEJON, LATER WAS TAKEN BY COMMUNISTS



CHECK LIST OF ERRORS

OUT ON A LIMB

When Carl Mydans, LIFE Correspondent in Korea, stumbled with a group of reporters upon the hidden forward quarters of a U.S. battalion (pp. 21-25), the colonel in command shook his head in a gesture of exhaustion. "We were just wondering," said the colonel, "if there was any more American army coming in here and we were kind of hoping that if it came it would come soon enough for us to see it."

We hope the colonel—Ayres is his name—gets his wish. We hope the American army he wants to see is already on the way to Japan—or better still, to Pusan, which is the U.S. supply port in Southern Korea. Armies, however, don't spring into being overnight. Because an army materializes only as a result of long-range policy and planning, our main editorial this week is devoted to some of the policy mistakes of the past that have left Colonel Ayres temporarily out on a limb in Korea.

GOOD AND BAD ON FORMOSA

Let's keep the record straight about Formosa and the Nationalist government there because it is one of the keys to our success in the West Pacific. We need the Nationalist government as an all-out ally, but the Nationalist government has still not purged itself completely of the bad characters in it. Generalissimo Chiang Kai-shek owes it to the many brave and honest men in his government and army to get rid of what they call "mainland rotters." And he will be owing it to the U.S., too, when the U.S. is prepared to meet him halfway.

At Cairo in 1943, speaking of the Russians, President Roosevelt remarked to General Joseph Stilwell, "I think that they consider they've got enough as it is. . . . Stalin doesn't want any more ground. He's got enough."

This trustful view of Soviet aspirations was characteristic of top-level U.S. political leadership in World War II. In the atmosphere of the time it was understandable. Nevertheless, as events have since proved, it was just plain wrong. It was a major error rooted in a profound misreading both of Russian history and of Marxist-Leninist social philosophy. The general error embodied in this view has been slowly and partly corrected since 1945. The Truman Doctrine, the Marshall Plan and the Atlantic Pact are markers on the road toward correction. But all through the Cold War period the correction has been oriented toward Europe. What is not yet generally recognized is that a whole series of specific mistakes in U.S. policy toward Asia has continued to flow from the one big original mistake. These mistakes have never been acknowledged. And, since they will continue to breed fresh blunders in Asia, it is important that every American set up a check list of the main errors in his own mind. To help clarification along, we offer our own check list of errors herewith:

1. The widespread attempt, lasting from 1944 to 1947, of U.S. Far Eastern policy advisers to arm the Chinese Communists and to get them admitted to the government of China. Propaganda put forward by influential policy advisers for the pro-Chinese Communist view provided the emotional background for the Marshall Mission to China.

2. The Yalta agreement to give Soviet Russia special rights in Manchuria, leading to outright take-over. In return for the gift of rights in Manchuria, Russia was to enter the Far Eastern war against Japan. Since the U.S. already had the atomic bomb, and

since Japan was already beaten in any case, this amounted to giving Russia some very substantial concessions for free. It was stupid to bribe the Russians into something they could hardly have been bribed out of.

3. The partitioning of Korea along the 38th Parallel.

4. The Marshall Mission of 1946. This was based on an unrealistic view of both China and Marxism. The Chinese yearned for peace in 1946, not Soviet-style reforms; and Marshall's attempt to foist Mao Tse-tung, the Communist leader, on Chiang was roughly equivalent, say, to foisting Communist Togliatti on the postwar Italian government.

5. Suppression of the Wedemeyer Report on China in 1947. When the Wedemeyer Report was suppressed LIFE published its own: William C. Bullitt Report. Had the specific recommendations in either the Wedemeyer Report or the Bullitt Report for extra military aid to China been accepted, the U.S. would not today be fighting in Korea.

6. Withdrawal of General Hodge's U.S. occupation forces from Korea in 1948.

7. The White Paper of 1949 and the Acheson ("Allow the dust to settle") China policy. Plus the various semiofficial announcements that "we don't need Formosa" as a part of the Western Pacific defense line.

8. The Truman-Johnson economy on defense (*see below*). If the recommended \$17 billion budget had been accepted in 1949 there would be more stuff moving to Korea now.

9. The Truman statement of June 1949, that "we are closer to world peace now than at any time in the last three years."

So runs our own check list of blunders in Asia. Other check lists will differ on some points. But does anyone now doubt that great mistakes have been made? Or that recognition of these mistakes is the first step toward bringing their corrections?

JOHNSON OR ACHESON?

In the last two weeks or so, while inadequate American forces were being beaten back in Korea, it looked as if Louis Johnson would have to take the rap. But to put the biggest part of the blame on the Secretary of Defense is to judge matters superficially. Our weakness in the West Pacific was caused by fundamental errors. These fundamental errors were the errors of the Secretary of State, Dean Acheson.

Johnson is wide open to criticism. He made much too much blather about "economizing," and a case could be made for his retirement. But he was carrying out the orders of the President. It was Truman who scuttled a minimum adequate defense program in 1948, and this year, when Congress wanted to reinstate some of the cuts, he opposed it.

Nevertheless the fundamental reason that we were so unprepared to meet the Red attack is that Acheson refused to face the danger of the Communist advance in Asia. He offered the military chiefs a phony choice: all-out commitment of U.S. strength to anti-

Communist forces in Asia or no effective resistance at all. Naturally the military men, hamstrung by economy cuts, backed away. Discouraged, they made no plans for fighting Communism in Asia.

It was Acheson who was Truman's chief adviser on basic policy, and Acheson was also Truman's chief alibi-ist. It was Acheson, not Johnson, who befriended Alger Hiss and was mixed up with the Owen Lattimore crowd in the State Department who stupidly or deliberately played into Communist hands in Asia. Johnson and the Joint Chiefs of Staff were for sending a mission to Formosa; it was Acheson who persuaded Truman to override them. Acheson would not only have let Formosa go to the Communists, he might have recognized the Communist government of China, if he could have got away with it—and he still might.

The country can have no confidence in the conduct of our struggle against Communism in Asia as long as Acheson is Secretary of State. Acheson should go.



PLANE SPOTTER LOIS HANNAN INDOMITABLY SCANS THE PACIFIC SKIES

One raw and windy evening last week Mrs. Lois C. Hannan, 52, stood on the roof of the new Hall of Justice Building in Richmond, Calif. and began scanning the skies over San Francisco Bay for airplanes. From 8 p.m. until relieved by other volunteers at midnight she and her partner,

Miss Frances Head (*left*), manned one of the first civilian air-raid warning posts to go into 24-hour operation as U.S. civilian defense began to be reactivated under pressure of the war in Asia. Widowed Mrs. Hannan was back at an old stand: she did war work in San Francisco in

World War I and was a spotter in Santa Monica in World War II. Her stance of solid determination bespoke the attitude of millions of Americans who were ready to take on whatever dull or unpleasant or dangerous jobs had to be done to keep their country and their own lives free.



BEDROLLS AND BAGGAGE ARE LOADED ON BEACH

MARINE MUSCLE HEADS INTO WAR

1st Division men sail for Korea

Near San Diego last week cranes lifted crates of supplies onto Navy transports, tanks rumbled along the beaches into waiting LSUs, and green buses pulled up to disgorge platoons of Marines. Bedrolls and packs were slung over their backs, and their arms were loaded with mortars, carbines and machine guns. As they marched up the gangplanks, they looked fit and ready to fight, and they were. On 11 days' notice part of the 1st Marine Division, which is located at nearby Camp Pendleton, packed up and sailed for Korea. Just before they left, the Leathernecks' commander, Brig. General Edward Craig, got permission to leave his old Sherman tanks behind and take along the heavier, more powerful Pershings. If the Marines landed in time, the U.S. would soon throw some hard and well-trained muscle into the Korean fight.



ARMED AND READY TO COME OFF THE SHIP FIGHTING, MARINES ASCEND GANGPLANK OF TRANSPORT.

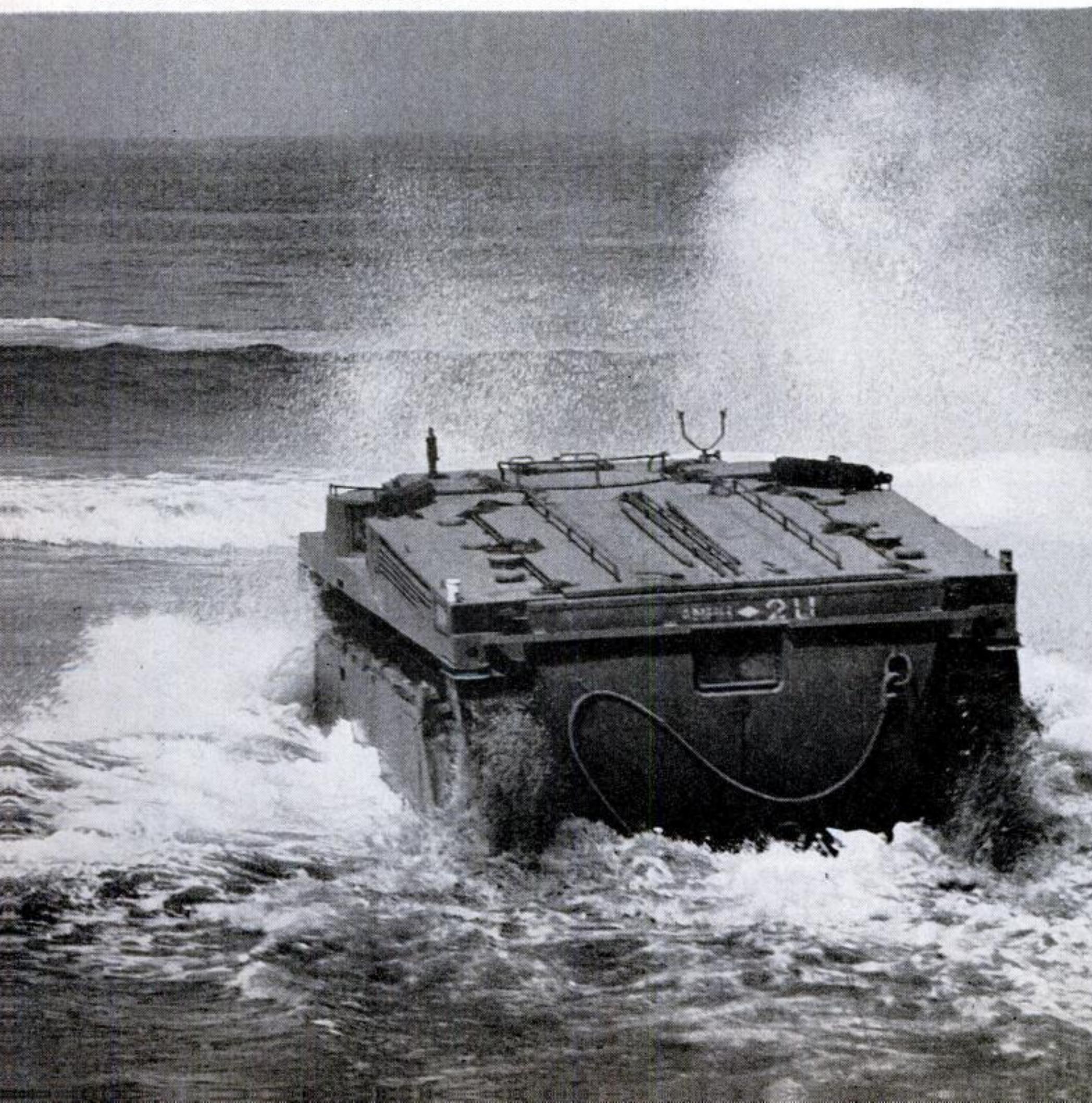


MARINE INFANTRY in camouflaged helmets and packs board LSU for ride to their transport.





BELOW: THEIR AMTRACS (ARMORED TRACTORS), BUILT FOR AMPHIBIOUS ASSAULT, SWIM TO AN LSD



MARINE PLANE is hoisted aboard carrier for shipment while another fighter waits on the pier.



NEW BAZOOKA with a 3.5-inch bore (old model was 2.36) gets unit insignie before it is packed.



PERSHING TANKS, followed by amphibious ducks, roll along the beach toward loading point.



ON OUTDOOR ASSEMBLY LINE AT THE CONSOLIDATED VULTEE PLANT IN SAN DIEGO B-36 BOMBERS GET NEW JET PODS FOR TAKE-OFFS AND BIGGER ENGINES

THE NATION BEGINS "CREEPING MOBILIZATION"

The phrase Washington uses for what is now going on in the U.S. is "creeping mobilization." It means the nation is trying to bring to bear enough military and industrial power to meet the Korean crisis—but not too much. By overmobilizing, the U.S. could throw itself into an economic tail spin and hand Russia the equivalent of a great military victory for which she would not have had to fire a single shot.

As the mobilization begins, the U.S. is generally in better shape than it was eight and a half years ago on the day before Pearl Harbor. It has many ships, planes and other military equipment which are being "demoth-balled" (p. 32) at small expense for immediate service. It has a great pool

of war veterans who, after nearly five years as civilians, have not forgotten all of their training and can make even better soldiers than they did before. The nation's industrial production (*chart at right*) is in some ways better (rubber, steel), in some ways worse (ships, planes) than it was in 1941. And there are now on hand stock piles of government-owned strategic metals like copper and tin which, even though they are not big enough, are better than nothing. There are plenty of skilled workmen, but many of them may have to be diverted from nonessential industries, such as construction and television, to war work.

How the creeping mobilization will affect the nation's economy will

THE KOKOMO, IND. DRAFT BOARD STEPS UP WORK



BOARD MEMBERS examine their records after returning to a regular five-day week. Chief order of business is to bring men's marital status up to date.



MARRIED now, Theodore Kratzer comes in to change status from "single."



NATIONAL GUARD man James Goodnight checks status of personnel.



EARLY-BIRD JOB-SEEKERS AT DOUGLAS FIND NO JOBS AVAILABLE YET

PRODUCTION IS BETTER IN RUBBER AND STEEL BUT WORSE IN PLANES AND SHIPS THAN IN 1941

depend on how far it creeps. Last week the President's advisers were recommending that he ask industry to begin voluntary allocation programs for such critical raw materials as steel and aluminum and ask Congress for authority to clamp down on consumer credit (which hit \$19 billion in June). They wanted Truman to instruct the RFC to slow up on loans to nonessential businesses that might use men and materials needed for war production and instruct the FHA to slow up on mortgage credit for new housing for the same reason. If these soft steps did not work, the President could still take hard steps and ask Congress for price and wage controls, rationing, compulsory allocation of strategic materials, even a labor draft.

MILITARY MANPOWER

1,458,400 IN SERVICE

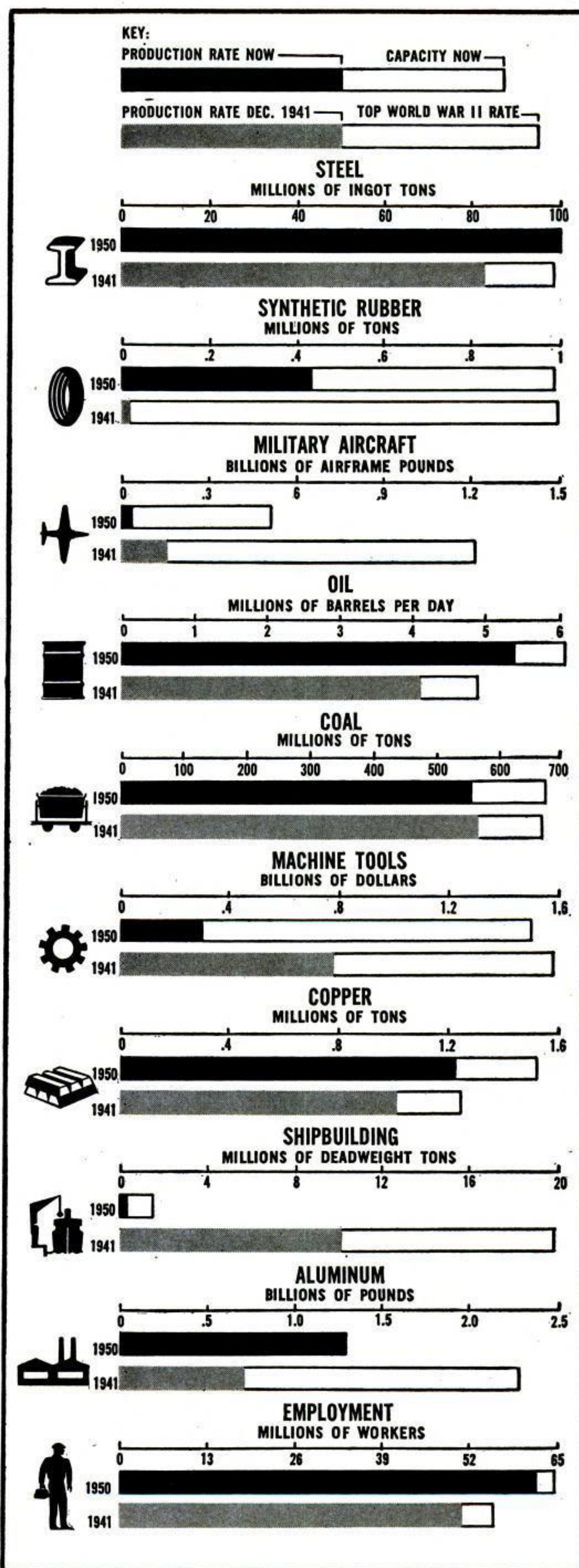
2,178,000 IN RESERVE

371,000 IN NATIONAL GUARD

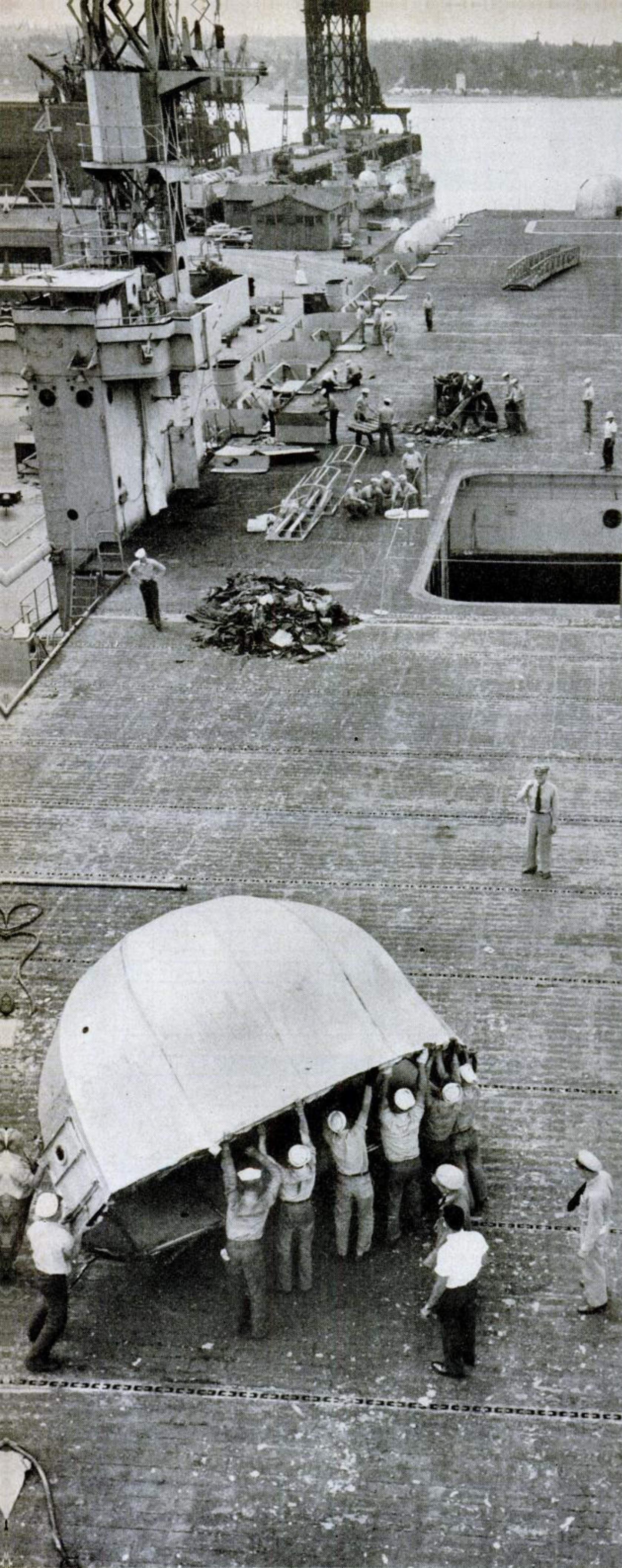
2,210,000 AVAILABLE FOR DRAFT

5,500,000 VETERANS FOR COMBAT SERVICE

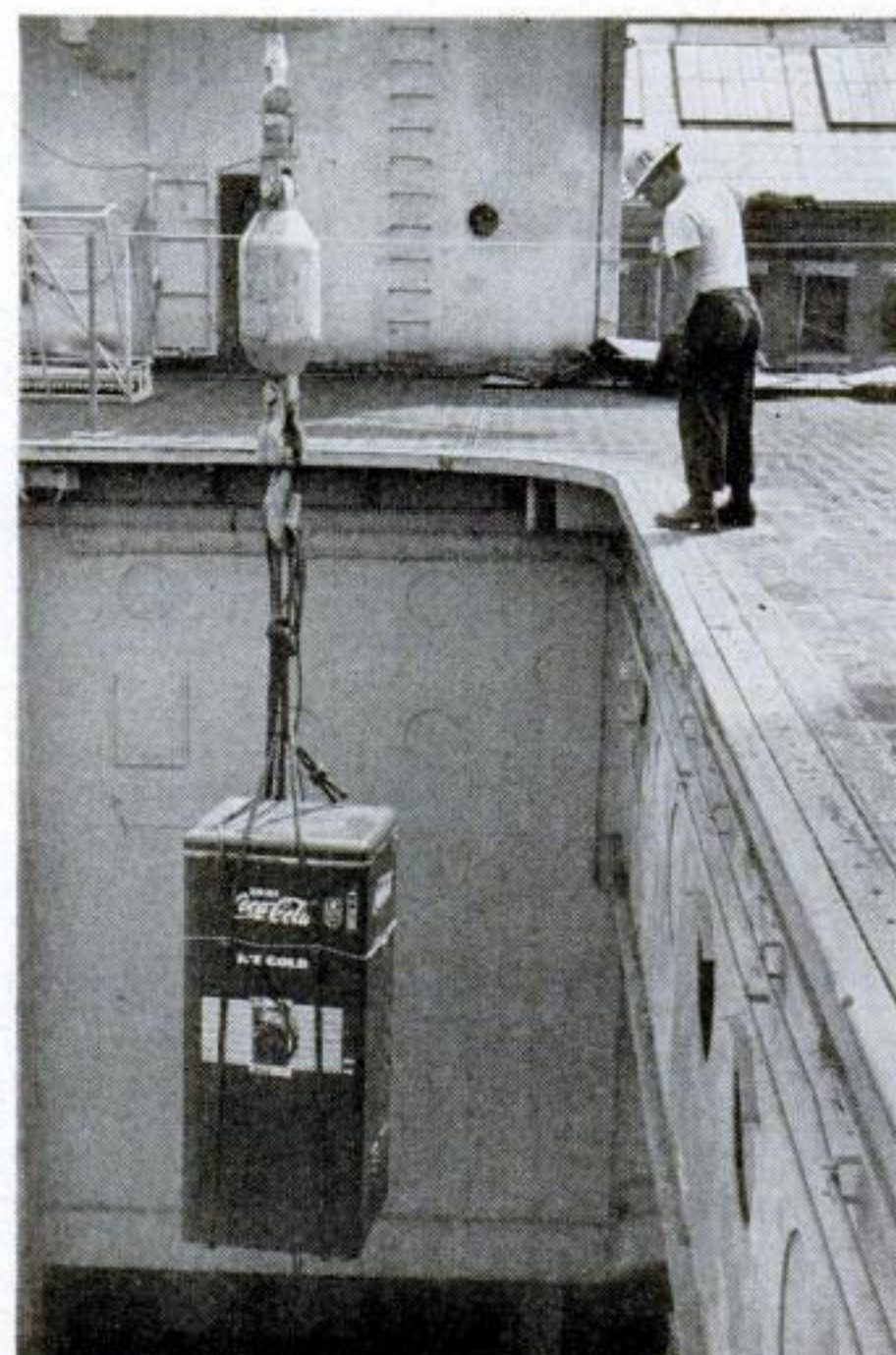
6,000,000 VETERANS FOR NON-COMBAT SERVICE



STATE OF PRODUCTION now, contrasted with that in 1941, shows six categories better, four worse, the biggest improvement being in synthetic rubber. In each, present capacity is indicated by entire bar on chart—black plus white section. However this is calculated on the basis of existing or "mothballed" facilities. Conversion or reconversion of plants in total war would add greatly to it.



PLASTIC IGLOO is carried across deck of *Cape Esperance* after removal from a gun turret for which it served as waterproof covering during mothball storage.

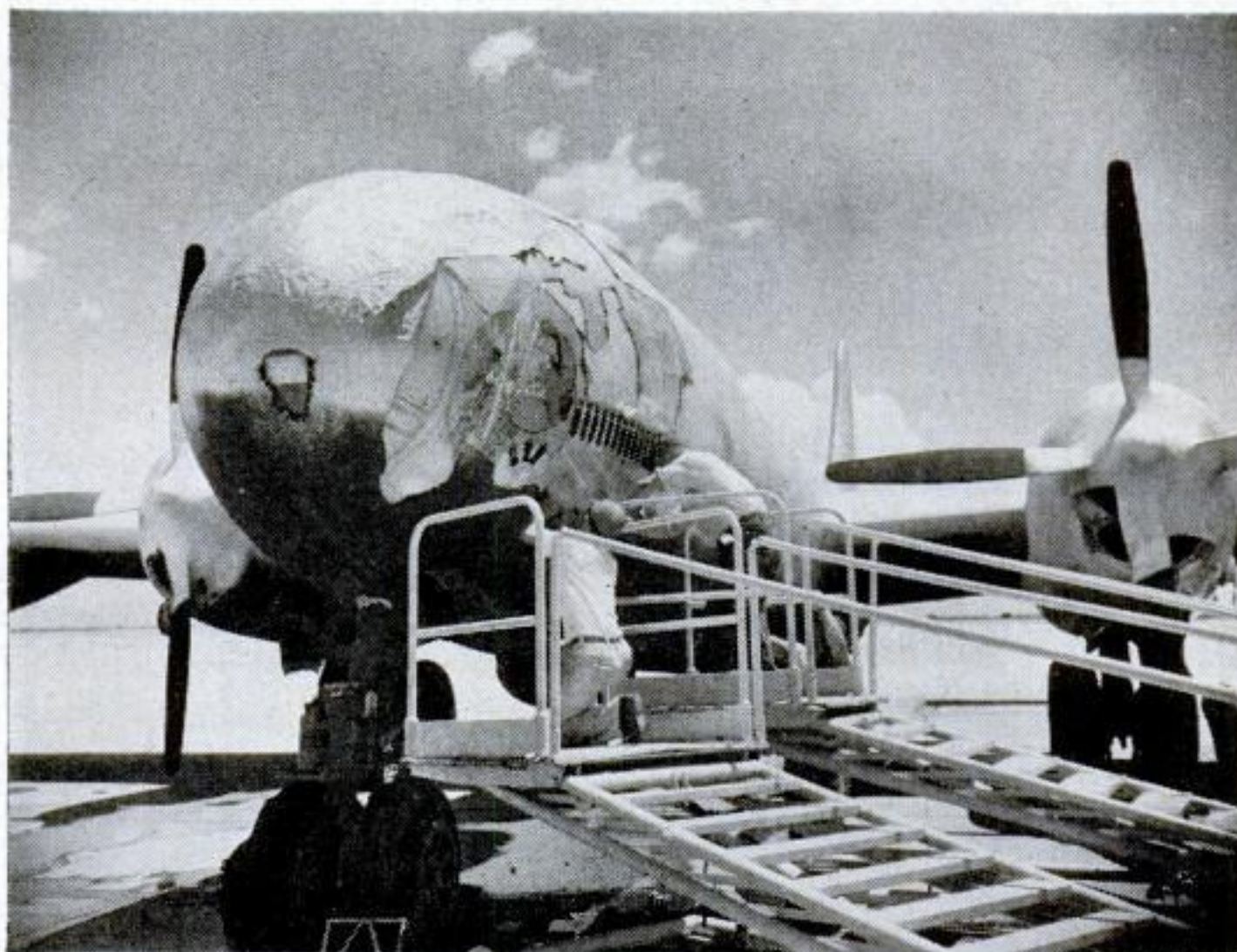


COKE MACHINE is lowered into carrier as one of first steps by crew to get ship back into operation.

OUT OF THE MOTHBALLS

Crews begin peeling plastic off stand-by fleets

While the U.S. set about getting its fighting men overseas and calling up others to take their place in stateside units, the Navy and Air Force began to take some of their equipment out of mothballs. Maintenance crews worked their way along rows of parked bombers used in World War II, stripping off layers of plastic which had kept the planes dry and rustproof since they were decommissioned. At the Puget Sound Naval Shipyard near Seattle a crew of men swarmed aboard the U.S.S. *Cape Esperance* (left), a 10,000-ton "jeep" carrier. They stripped the plastic coating off her deck, removed the domelike covers from three of her gun mounts and began to check her electrical system and get her engines in shape. The job would cost about \$30,000 and take 30 days. When the work was done she would take on her crew. It would be large enough for her assignment as a plane ferry but only about a third of the crew she had in World War II. Lamented an admiral, "One thing we can't do is put a crew in mothballs."



PLASTIC SKIN is stripped off the nose of a B-29 before it is readied for flight. Markings show bomber's insignie and record of its missions during World War II.

THIS IS THE SPAGHETTI PREFERRED BY 9 OUT OF 10 WHO TASTE IT!



WHO TASTE IT!

LAZY SUNDAY SUPPER Off the Stove in 5 Minutes!

At the end of a summer day, here's a delicious, satisfying supper you can serve without spending much time in the hot kitchen. Franco-American Spaghetti, coleslaw and iced tea or coffee.

Your family will love it! For Franco-American is the spaghetti preferred by 9 out of 10 who taste it to any other ready-to-serve spaghetti! So delicious, so different, thousands who used to cook their own spaghetti now serve nothing but Franco-American!

You get fine, firm, tender spaghetti, cooked with a sauce of 10 choice ingredients... including well-aged, tangy, Cheddar cheese and plump, juicy, sun-red tomatoes. Even if you knew the famous recipe and could get all the best ingredients, you couldn't prepare spaghetti as good as this at anywhere near the price! Franco-American costs less than the kind cooked at home! Get several cans of Franco-American Spaghetti today!



READY IN 5 MINUTES
—AND SO THRIFTY



THOUSANDS PREFER IT TO THE KIND
YOU HAVE TO PREPARE AT HOME!

Franco-American SPAGHETTI

MACARONI • BEEF GRAVY

IN A NATION-WIDE SURVEY,
9 out of 10 who tried it preferred
Franco-American to all other
ready-to-serve spaghetti. In fact,
thousands today serve Franco-
American in preference to the
kind you prepare yourself!

Here's Lively Flavor and Goodness *no single juice can match!*

It's V-8* Vegetable Juices
—a delicious blend
of 8 juices in one drink



V-8 FOR VITAMINS
V-8 FOR VITALITY

Gene Tierney
Starring in
"NIGHT AND THE CITY"
A 20th CENTURY-FOX
Production

GENE TIERNEY TELLS REPORTER HER SECRET...

ONE MORE QUESTION, MISS TIERNEY.
HOW DO YOU KEEP SO FRESH-LOOKING
AFTER A HARD DAY BEFORE
THE CAMERAS



BY GETTING LOTS OF
SLEEP AND KEEPING MY
APPETITE UP TO PAR
—WITH THE HELP OF V-8
VEGETABLE JUICES.

YOU SEE, V-8 IS MADE FROM 8
DIFFERENT VEGETABLE JUICES.
HAS LIVELY FLAVOR NO SINGLE
JUICE CAN MATCH. GIVES A LIFT
TO THE APPETITE.



V-8 IS JUST WHAT
MY BOY NEEDS.
HE'S A POOR
EATER.

Reporter's home that night



GIVE GENE TIERNEY
AND V-8 FOUR STARS.
SON, YOU'RE THROUGH BEFORE
I'VE EVEN STARTED.

I WANT
SOME MORE—
LOTS MORE.

V-8 MUST BE
WONDERFUL FOR
ALL OF US BECAUSE
EVERY GLASS CON-
TAINS GOODNESS OF
8 VEGETABLE JUICES.



MADE BY THE MAKERS OF Campbell's SOUPS

*V-8 is a trademark owned in the
United States by Campbell Soup Company;
in Canada by Campbell Soup Company Ltd

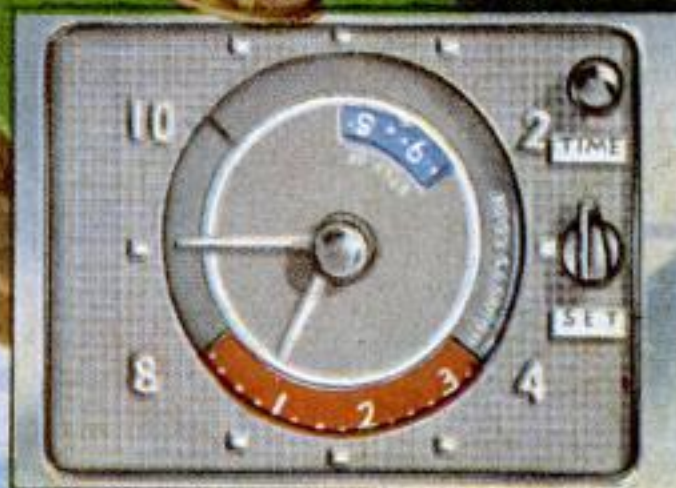
Hotpoint

*Gives You Fast
"PUSH"*



SUMMER DINNER

Pan-Broiled Ham
Corn On The Cob
Green Beans
With Mushrooms
Tomato Salad
Hot Rolls Iced Tea
Baked Alaska



● Hotpoint Oven-Timing Clock turns oven on and off at pre-set times—controls cooking while you're away!



● Hotpoint Hi-Speed Calrod Units have longer, smaller-diameter coils—give faster response, have longer life!



● Hotpoint Pushbutton Controls opposite colored indicators to guide you in quickly selecting exact cooking heat.

Electric Range

C-O-O-L Automatic BUTTON Cooking!"

Hotpoint's Hi-Speed Calrod® Cooking Units And Complete Oven Insulation Put Heat Into The Food—Keep It Out Of The Kitchen—Make Electric Cooking Cooler Than Ever!

NOW YOU CAN keep far cooler in your kitchen—while you cook *faster, easier and better* than ever—with the new, popularly priced Hotpoint Range!

● "Pushbutton Cooking" with indicator panel gives you quick, accurate selection of the exact cooking heat you want. For both oven and surface cooking, the new Hotpoint Range is engineered to put heat where you want it—into the food instead of the kitchen! Scientific insulation seals in oven heat. And the pan-hugging construction of Hotpoint Hi-Speed Calrod Units directs heat into your cooking with a minimum of radiation into the room.

● Packed with exciting new features, this new Hotpoint Range gives you such outstanding advantages as the world's fastest broiler, Automatic Oven, Deep-Well Thrift Cooker and Oven-Timing Clock. Rounded oven corners, porcelain-enamel finish and smooth, polished surfaces make cleaning easy.

● Visit your nearest Hotpoint dealer soon and see the eight beautiful new Hotpoint electric ranges for 1950. They're *first* in new style, convenience and performance features—and priced from as low as \$159.95! Hotpoint Inc. (A General Electric Affiliate), 5600 W. Taylor Street, Chicago 44, Illinois.



● In a single installation, the new Hotpoint Dishwasher Sink with Disposall® does away with both old-fashioned dishpan and unsanitary garbage can! This new Hotpoint combination takes over your two most disagreeable kitchen chores the modern electric way. See your Hotpoint dealer for a demonstration.



● Out in front with everything, the new Hotpoint "Super-Stor" Refrigerator puts 72% of all storage space within finger-tip reach. Eight separate storage zones—including door shelves—with temperatures scientifically controlled, give you the right degree of cold and humidity to properly refrigerate each kind of food.



Everybody's Pointing To

Hotpoint

Quality Appliances

Look To Hotpoint For The Finest . . . First!

DISPOSALLS® • WATER HEATERS • FOOD FREEZERS • AUTOMATIC WASHERS • CLOTHES DRYERS • ROTARY IRONERS • CABINETS

RANGES • REFRIGERATORS • DISHWASHERS

WHEN GRANDPA'S CRONIES GATHERED 'ROUND
TO ROLL 'EM THROUGH THE WICKET—



A MELLOW, FRIENDLY TASTING DRINK
WAS VOTED JUST THE TICKET—



IF YOU'D LIKE OLD-TIME TASTE LIKE THAT
THERE'S ONE SURE WAY TO PICK IT—



JUST TELL THE MAN
YOU WANT IMPERIAL!



IMPERIAL is made by Hiram Walker.

And Hiram Walker's 92 years at fine whiskey-making makes Imperial good!

Blended whiskey. 86 Proof. 70% Grain Neutral Spirits. Hiram Walker & Sons Inc., Peoria, Ill.



A SNAGGLE-TOOTHED SQUAW GRINS WITH ANTICIPATION AS UTES QUEUE UP FOR BARBECUED BUFFALO AND GRAPE PUNCH DURING BEAR DANCE FESTIVAL

UTE INDIANS HIT A \$31.7 MILLION JACKPOT

While the rest of the country wore a sober expression, 3,000 short, deep-chested Ute Indians were grinning and chortling last week with the enthusiasm of the rotund squaw above. Since 1880 they had waited for the last laugh on the white man, and when it finally came it was worth \$31.7 million. That huge sum, biggest judgment ever awarded by the U.S. Court

of Claims, was granted the Utes in payment for lands taken from them 70 years ago.

In the days when Grant was President, the Utes had sullenly watched the invasion of the rifle-toting white man. The rich 700 square miles of the Utes' Colorado domain were overrun by whites digging for gold. In 1879 the Utes put on war paint and wiped out an Army post.

Drunk with victory and the dead men's firewater, Chief Douglas sang *Swing Low, Sweet Chariot* over the body of Indian Agent Nathan C. Meeker. Quelled and called to Washington, the Ute chiefs in 1880 reluctantly ceded their 11 million acres to the Great White Father. Last week, after decades of controversy, he was getting ready to pay them for the land.



BEAR DANCE between proud braves and admiring maidens at annual Fort Duchesne festival is joined by a little girl who could not resist persistent rhythm of tribal drum.



LAWYER WILKINSON argued Utes' claim for 12 years. Here he talks to two tribal elders on parade ground of Fort Duchesne, built as a protection against Utes in 1879.



AT MEETING TO CONSIDER U.S. OFFER, A SHOW OF HANDS IDENTIFIES

THEY DANCE AND THINK BEFORE THEY TAKE GOVERNMENT OFFER

Along the road from their reservation to Fort Duchesne, Colo., the Utes recently headed for their annual festival. Some rode ponies, but most had Model Ts and trucks. At the fort the squaws prepared the buffalo meat and slyly told daughters how in years past the Bear Dance was the time for a maiden to win a brave. But before the feast could begin, there was the old matter of money to settle. In a tiny schoolhouse they crowded together and heard their lawyer, Ernest L. Wilkinson, tell them that the U.S. was ready to pay \$31.7 million for six million acres of their land. It contains at least 15 billion barrels of oil, five billion tons of coal and an undetermined amount of uranium ore. Silence greeted his announcement until he said it was the largest Indian judgment ever won. An aged Ute grunted, "*Hou,*" the Ute equivalent of "Hear." Then silence fell back on the close room. Though the lawyer insisted they approve the same day, the Utes would not be hurried. For two days and two nights, in between card games, buffalo feasts and the Bear Dance, they gathered in small circles to discuss the settlement. On the third afternoon they told their lawyer that they approved. He flew to Washington, where Congress must still vote the money to pay the claim, and the Utes returned to the reservation and planned how they would spend the money. It will not go to individuals but will be spent through the Bureau of Indian Affairs on schools, livestock and hospitals.



COLORADO-BORN UTES WHO LOST LANDS AND MOVED TO UTAH IN 1880



DIRTY BLANKET serves as card table for Ute squaws' monte game while other squaws kibitz. During festival, card playing went on most of the time.

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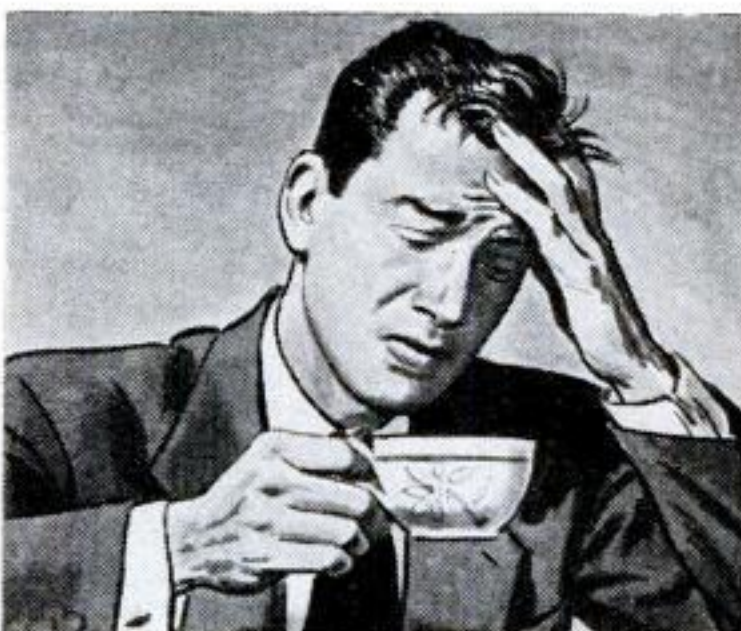
Is coffee the real culprit here?



1. You've noticed the bad effect that the caffeine in coffee has on some people. You know how it can rob them of sleep at night . . .



2. Making them tense and edgy the next day. Quick to complain and scold. Maybe you find *yourself* flaring up at the slightest provocation . . .



3. You wonder if sleep-robbing caffeine's to blame. Much as you love coffee, you tell yourself it's time to cut down . . . or maybe give it up entirely.



4. Stop right there! You can still enjoy coffee—and sleep. There's Sanka Coffee . . . rich, full-bodied, grand-tasting Sanka. 97% caffeine-free!



5. You can drink Sanka to your heart's content. The worry's out along with the caffeine. And Sanka is real coffee—deliciously real.

Sanka Coffee

Real coffee with the worry taken out.
Drink it and sleep!

MONEY-SAVING
INSTANT—now
at the lowest price
since last September!

Products of General Foods





*For a carefree
vacation...*



FOR RAILROAD TRAVEL AT ITS BEST

Go Pullman

COMFORTABLE, DEPENDABLE,
AND - ABOVE ALL - SAFE!

© 1950, THE PULLMAN COMPANY



TRIBAL COUNCIL convenes in shade of tree near Fort Duchesne to mull over government proposal for settlement

of Ute claims. Chief John Powwinnee (pointing) and councilors wanted to chat in privacy, barred whites from session.

Scientific tests prove Lucky Strike milder than any other principal brand!

These scientific tests—confirmed by three independent consulting laboratories—prove Lucky Strike is mildest of six major brands tested!

JANET BLAIR says:

"I enjoy the mild, smooth taste of Lucky Strike."



For the rich taste of fine tobacco—for smoothness and mildness...
THERE'S NEVER A ROUGH PUFF IN A LUCKY!

COPYRIGHT THE AMERICAN TOBACCO COMPANY

L.S./M.F.T. — Lucky Strike Means Fine Tobacco

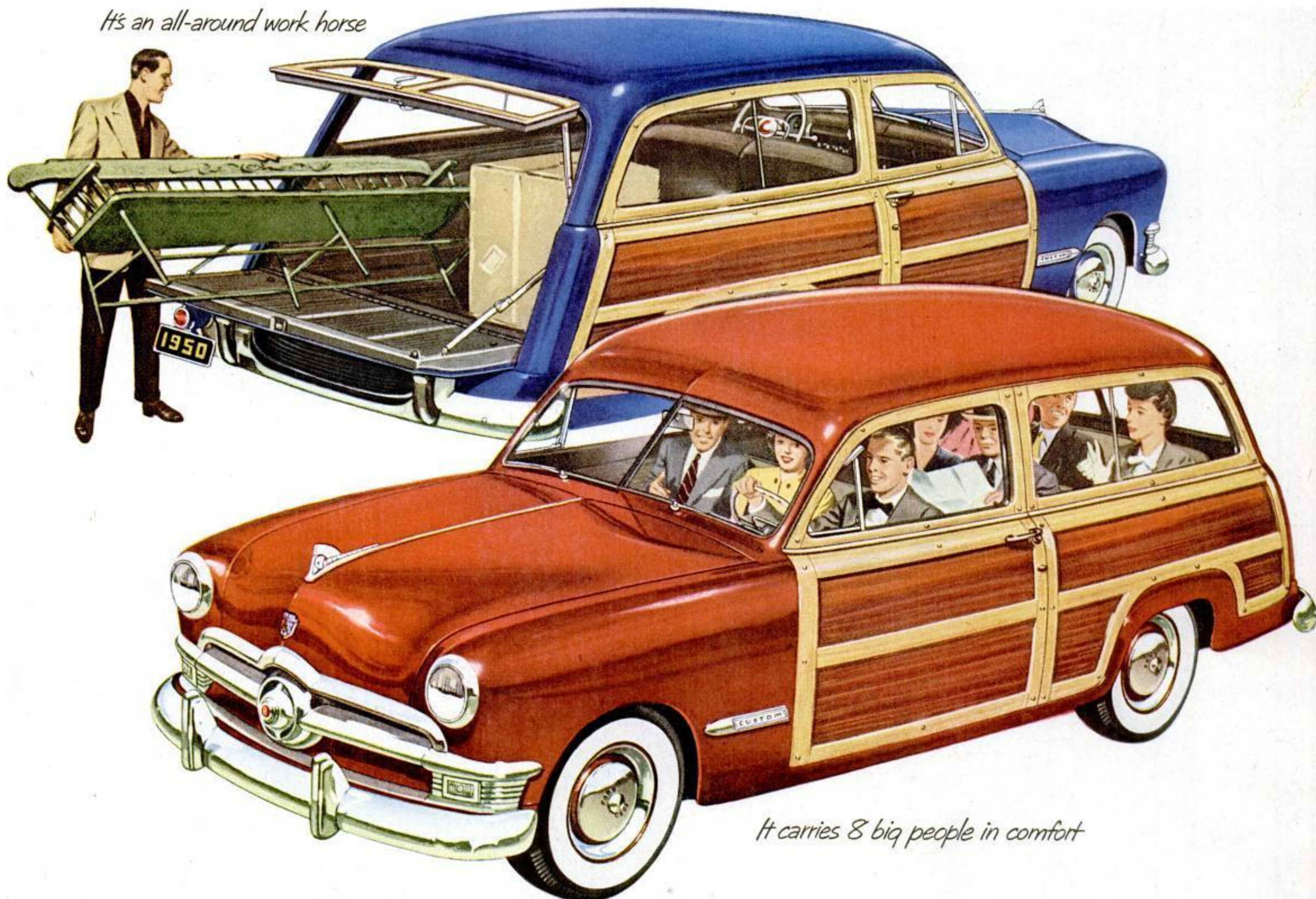
So round, so firm, so fully packed—so free and easy on the draw

ANNOUNCING!



The "Double Duty" Dandy of them all!

It's an all-around work horse



It carries 8 big people in comfort

Look at the "Country Squire" and you'll say, "This is for me!" "Test Drive" it and you'll want to buy it!

For here is the car for everybody!

Dad will use it for everything from business to fishing expeditions.

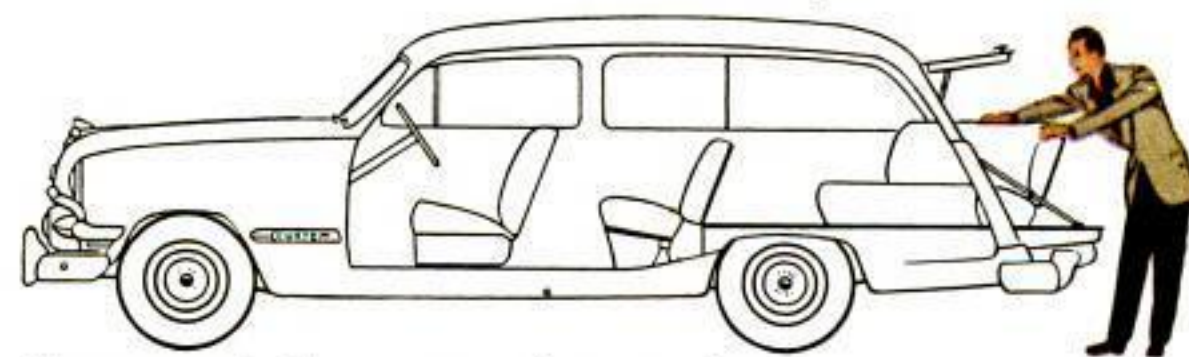
Mom will use it for the beach, for shopping, for the family taxi!

The kids will use it for fun!

Loaded with features found in no other "wagon" in its field, the "Country Squire" still sports an economy price tag.

Your Ford Dealer will show you how easy it is to own the new "Country Squire." Why not see him today?

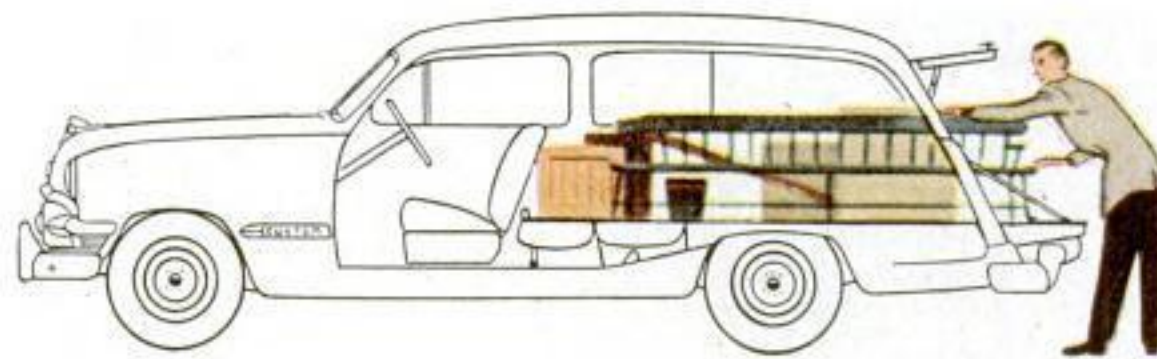
The new FORD "Country Squire" STATION WAGON



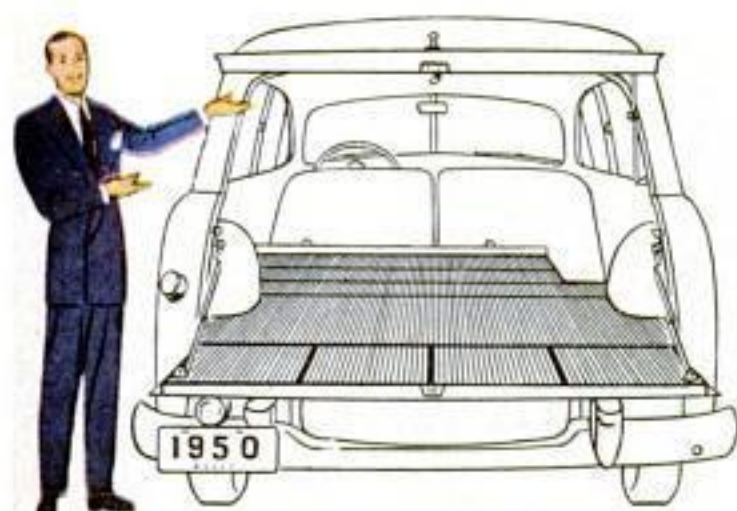
Easy removal of rear seat, without use of tools, starts conversion to more flat carrying area than any other station wagon in its class.



New "Stowaway" center seat completes the "Flat Deck" loading platform. You can slide things in "slick as a ballroom floor."



With the "Level-Loading" tail gate down, there's 38.8 square feet of flat deck, which handles half a ton of freight with ease.



It's a "space happy" station wagon! The mahogany-grained outer panels of its all-steel "Lifeguard" Body are wood-trimmed. It's the only station wagon in its field with an engine choice—the 100 h.p. V-8 or 95 h.p. Six. And it has that passenger-car comfort and styling that earned for Ford the Fashion Academy Gold Medal.

SEQUEL

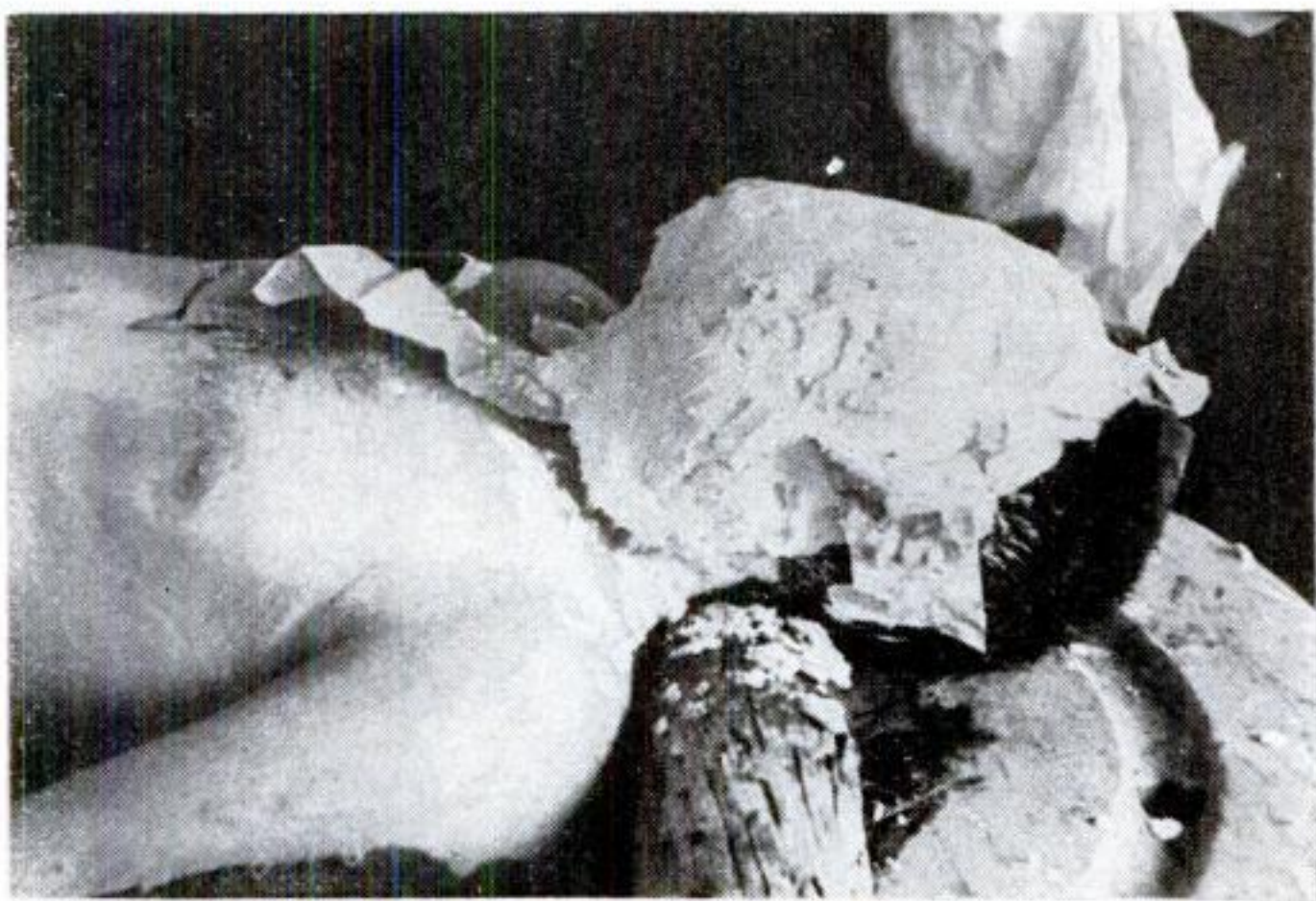
THE DEATH OF A BANDIT KING



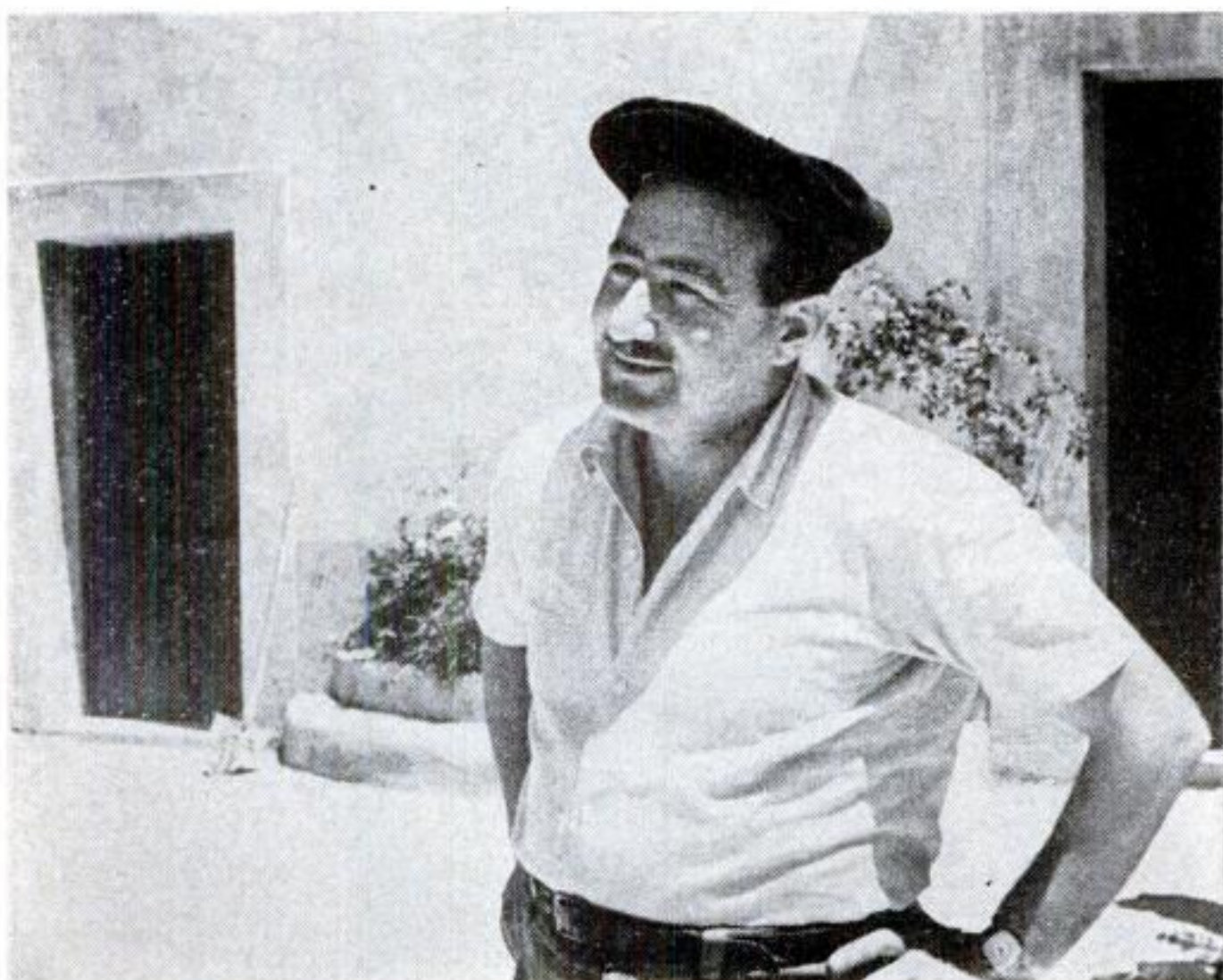
GIULIANO AT HIS HIDE-OUT IN 1948

When LIFE published an article about Salvatore Giuliano in its issue of Feb. 23, 1948, he was making himself the most successful bandit of modern times. In Sicily he and his gang committed 151 murders, plus 30 kidnappings. He boasted that he gave to the poor, and many a peasant who never heard of Robin Hood regarded Giuliano as a demigod.

This month Giuliano's luck ran out. After his gang was cut down by 1,500 *carabinieri*, there was a tip that Giuliano might try to flee by airplane from Castelvetro. There a "movie truck" manned by plain-clothesmen spread word that it would be nice to make a documentary film on Giuliano. It worked. On the night of July 5 Giuliano came into town, and a police captain shot him to death. He was 27 when his career ended.



HIS DEATH MASK is cast in plaster at the Castelvetro mortuary. New gang leader is a cousin, believed to be a man who fled as Giuliano was killed.



HIS SLAYER, Captain Antonio Perenze, is shown after shooting Giuliano with Tommy gun. Perenze probably will receive a promotion and a cash bonus.

CONTINUED ON NEXT PAGE

Salon Luxury in a Home Shampoo



It's the real egg* that makes the magic in this luxury shampoo . . . the very same smooth liquid creme used in the famous Richard Hudnut Fifth Avenue Salon to make hair more manageable, tangle-free, easier to do, and permanents "take" better. Whisks in and out like a dream, removes loose dandruff, leaves hair extra lustrous because it's clean, clean, clean! Try this gentler, kinder, luxury shampoo today. Wonderfully good for children's hair, good for the whole family!

\$1.00; economy size \$1.75

From the Fifth Avenue Salon

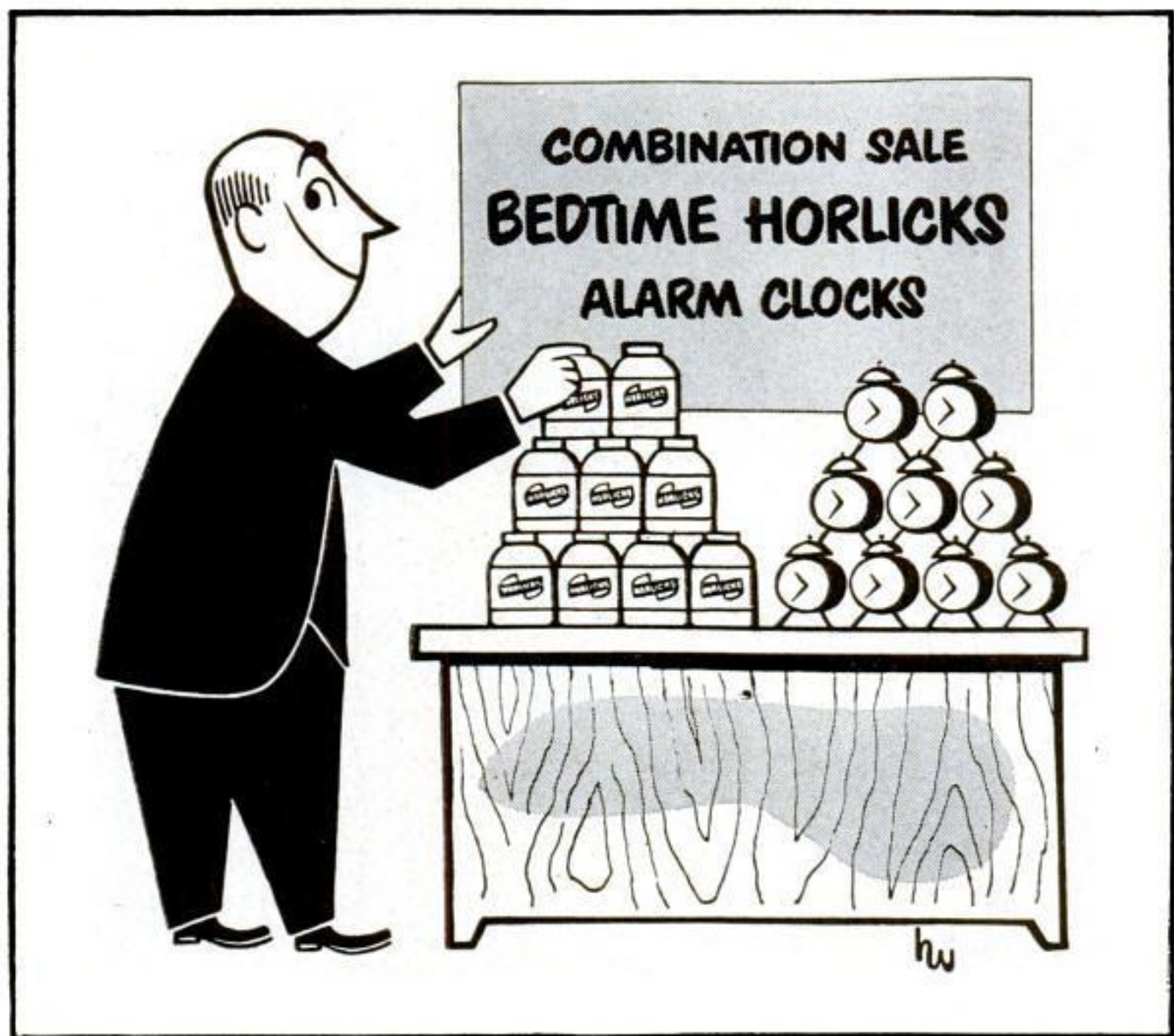
Richard Hudnut
ENRICHED CREME
Shampoo
with egg



It's the real egg in Hudnut Shampoo that makes hair more manageable. Home permanents "take" better.

*powdered, 1%

Listen to Walter Winchell, ABC Network Sunday Nights



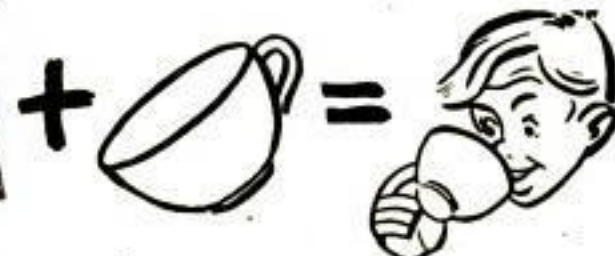
Sleepy Time Pal

Attention, restless sleepers! Mix a cup of hot Horlicks. Sip it. Savor it. Then, and only then slip between those sheets. Horlicks invites sleep and banishes "Night Starvation." You wake refreshed. (P. S.—better set the alarm clock, too.)



HAWAII CALLING

Hawaii's famous fruit brings the glamour of the tropics to your favorite soda fountain. Try the latest summer cooler—TROPICAL MALTED MILK—Horlicks Malt-of-the-Month for August!



Hot Drink for Hot Weather? Sure!

Wonderful, wonderful Hot Cocoa, served with whipped cream and cookies. It's Horlicks Instant Cocoa served at better fountains. Richer, smoother, creamier because Horlicks alone makes it with malted milk.



American teams trained for the 1948 Olympiad in London on steaks from home—and on Horlicks! The tablets are a build-up candy—packed with nutrition. Eat all you like. 10¢—ask for them at soda fountains.

REMEMBER THAT
← **GOOD NAME**

HORLICKS

Bandit's Death CONTINUED



ANGRY SISTER, Giuseppina Callio, takes off her shoe to hurl it at photographer as she and bandit's mother arrive at cemetery. They came at invitation of carabinieri. Mother screamed to cameramen, "You've sent my son to hell!"



PROSTRATE MOTHER, Maria Giuliano, who would not believe news until she saw pictures of son's corpse, faints after sobbing, "My blood, my blood." She recovered to view body but was not permitted to take it home for burial.



1. Woeful Will, a worrier, was scared of family traveling.
 "We'll have to take the kids," said he; "we'll find our wits unraveling!"
 "Don't worry, Will," his wife replied. "The Statler's where we'll go,
 And they *like kids*. They'll help with ours, and we'll have fun, I know."



2. The Statler welcomed them with joy, their rooms were big and bright,
 Fresh fruit, a present for the kids, was greeted with delight.
 "These Statler beds are swell," said Will, "but for our youngest, maybe . . ."
 "Stop worrying!" said Mrs. Will. "Here comes the crib for Baby."



3. Their dinner at the Statler had the children cheering, too.
 A special children's menu, free balloons when they were through,
 And Statler's famous food sure pleased the family—big and small.
 (They even mixed the formula . . . and Baby drank it all!)



4. "I still don't see," said Woeful Will, "how *we'll* get any fun."
 "We'll get a Statler sitter," said his wife, "and then we'll run
 To shop a bit, and see a show, and we won't need to hurry . . .
 She'll keep the children happy, safe and sound. So don't you worry!"



5. They ordered breakfast in their room (and was that breakfast good!).
 "Why, I'm *enjoying* this," said Will. "I never thought I would.
 I'll bet more folks would travel with their children, if they knew
 How *easy* Statler makes it, for the kids—and parents, too!"



STATLER HOTELS: NEW YORK (FORMERLY HOTEL PENNSYLVANIA)
 BOSTON • BUFFALO • CLEVELAND
 DETROIT • ST. LOUIS • WASHINGTON
 STATLER OPERATED: HOTEL WILLIAM PENN • PITTSBURGH

The 17 new RCA VICTOR television sets are **MILLION PROOF**



proven in over
a million homes

Over a million American families shopped, compared, chose RCA Victor television for their homes! Yes, the new RCA Victor sets are "Million Proof"—built from experience only RCA Victor has.

With this Million Proof "know-how," RCA Victor developed the new Eye Witness System of TV circuits. It gives you the clearest, steadiest pictures you've ever seen, true *Eye Witness* quality, even in so-called "weak signal" areas, beyond the range of less powerful receivers.

Yet you don't pay a premium for "Million Proof" performance. You pay less than ever before—have an even wider choice of "decorator" cabinets. Tomorrow, visit your RCA Victor dealer and see the finest television money can buy... the new RCA Victor models.

The Fairfield... 16-inch television at its finest, in a setting of Traditional charm. One of the 17 brand-new RCA Victor models, it has a built-in antenna. Also a phono-jack for attaching a 45 rpm automatic record changer. Never before has even RCA Victor offered the equal of this "Million Proof" value. In mahogany or walnut finish **\$299⁵⁰** (limed oak slightly higher).
Plus \$1.41 Fed. tax

RCA VICTOR
Fairfield

WITH 16-INCH PICTURES
... the clearest, steadiest
pictures in television

Price shown is suggested list price and is subject to change without notice. The exclusive RCA Victor Factory-Service Contract covers, for a reasonable fee, expert installation and maintenance.



RCA VICTOR  
DIVISION OF RADIO CORPORATION OF AMERICA

WORLD LEADER IN RADIO... FIRST IN RECORDED MUSIC... FIRST IN TELEVISION



SPLASHED BY A YOUNGSTER, ELEPHANT GETS READY TO REPLY WITH TRUNKFUL OF WATER. SHE WILL LOSE HER COAT OF COARSE HAIR AS SHE GROWS OLDER

32-INCH ELEPHANT

Siamese orphan that loves kids
is on her way to American zoo

Thirty-two-inch elephants are very pleasant playmates, as everyone who knows one even slightly will agree. This particular 32-inch elephant weighs 200 pounds and was found six months ago in a jungle in Siam, weeping because she had lost her mother. An American hunter named D. L. Mobley adopted her and fed her crushed bananas and powdered milk, and she stayed healthy and happy even though Mobley

did not bother to give her a name. Because he planned to take her to some zoo in the U.S. where she could play with American children, Mobley first took her to a nursery school in Bangkok to see how she would behave. It turned out that she loved to play with children (*above*) and vice versa, so he put her on a ship which will reach the West Coast the latter part of this month. Before long she will be learning all about peanuts.

ELEPHANT CLIMBS INTO THE POOL TO DO HER SPLASHING AT CLOSER RANGE. THIS FRIGHTENS THE BOY, BUT THE ELEPHANT IS MERELY BEING PLAYFUL



KEEP THAT
YOUNG, HEALTHY LOOK!

Join Francis
Grover Cleveland

IN ONE OF THE WORLD'S
FOREMOST CLUBS

As man's youth has gotten longer, by decades, more and more men are taking a YOUNG man's care of their appearance—more and more men are joining the Aqua Velva After-Shave Club. This circulation rouser brightens and braces your skin after shaving, gives that young, healthy skin-freshness everyone enjoys looking at. Try it!



A few of the members: Lauritz Melchior, Norman Rockwell, Lucius Beebe, Maj. George Fielding Eliot, Eli Culbertson.

Francis Grover Cleveland, pioneer in the Summer Theatre movement and son of the late President, is a member of the Aqua Velva After-Shave Club.



If you're "cool" toward coleslaw... try this Golden Coleslaw:

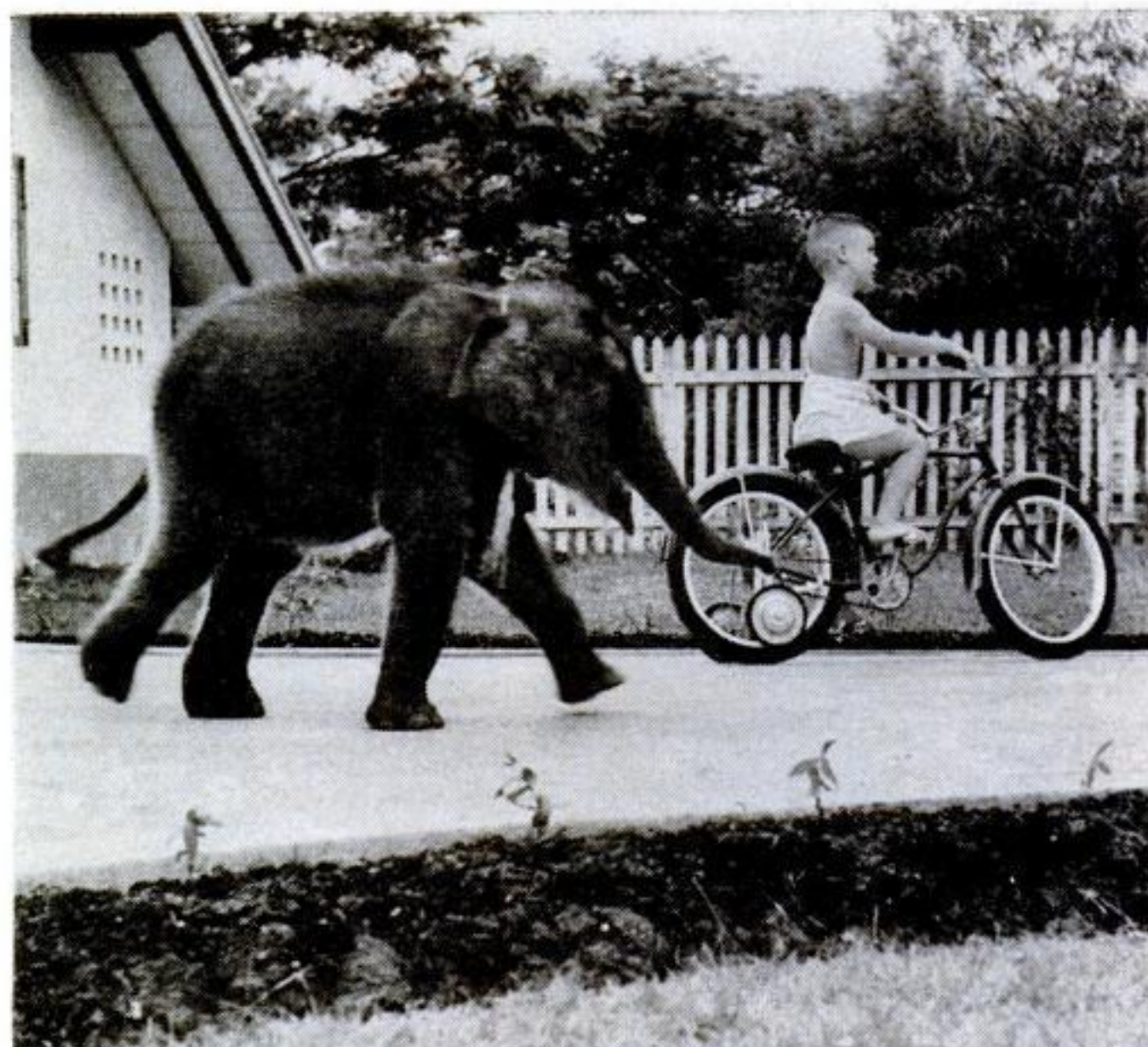
Blend $\frac{3}{4}$ cup Real Mayonnaise and $\frac{1}{2}$ cup Best Foods Mustard-with-Horseradish. Mix with 1 medium head cabbage, sliced fine; $\frac{1}{2}$ teaspoon salt; and 1 tablespoon of grated onion.

It's that tantalizing touch of horseradish—blended skillfully with mustard—that does the trick. Ask for it today!



MADE BY THE MAKERS OF BEST FOODS
AND HELLMANN'S REAL MAYONNAISE

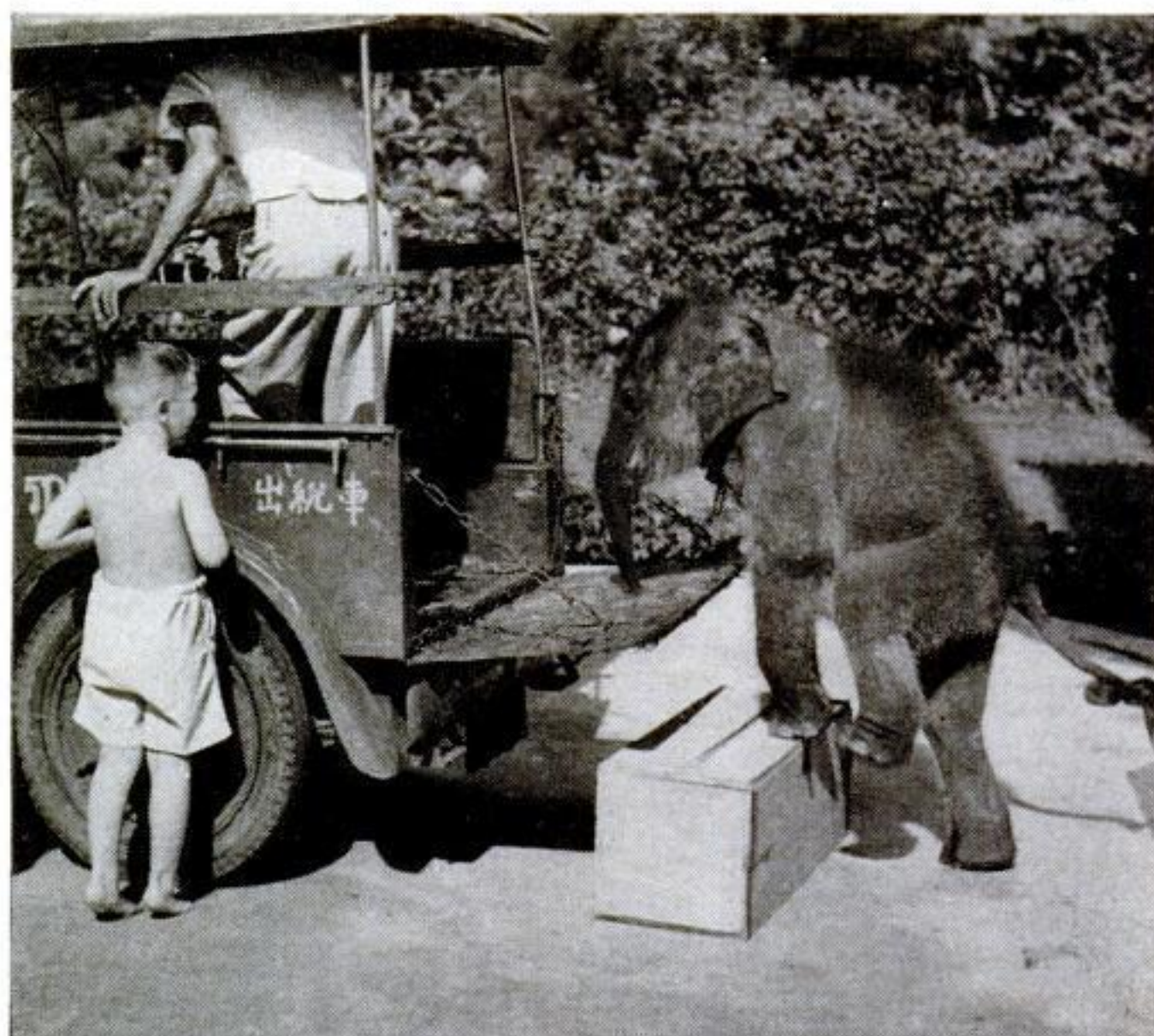
32-inch Elephant CONTINUED



AT PLAY in schoolyard, elephant ambles after a boy on a two-wheeler. Once she slipped and fell on a youngster, but luckily he was only slightly bruised.



SEESAW would not hold the baby elephant although she tried and tried to get up on it. It is not a good idea to try to seesaw with even a small elephant.



GOING HOME to Mobley's headquarters, baby elephant sadly climbs into a truck. As it pulled away, she leaned out and waved her trunk at children.



Years from now they'll still be
the same, in their vacation pictures

Your snapshots tell the story best

Away on vacation, or at home, there are always chances for pictures that will be priceless later on. With your camera handy, and two or three extra rolls of Kodak Film, you're ready for them all. And with extra prints, it's easy to share the "big moments" of family life with your friends.

Eastman Kodak Company, Rochester 4, N. Y.

Wonderful gift for any occasion—a Kodak or Brownie camera

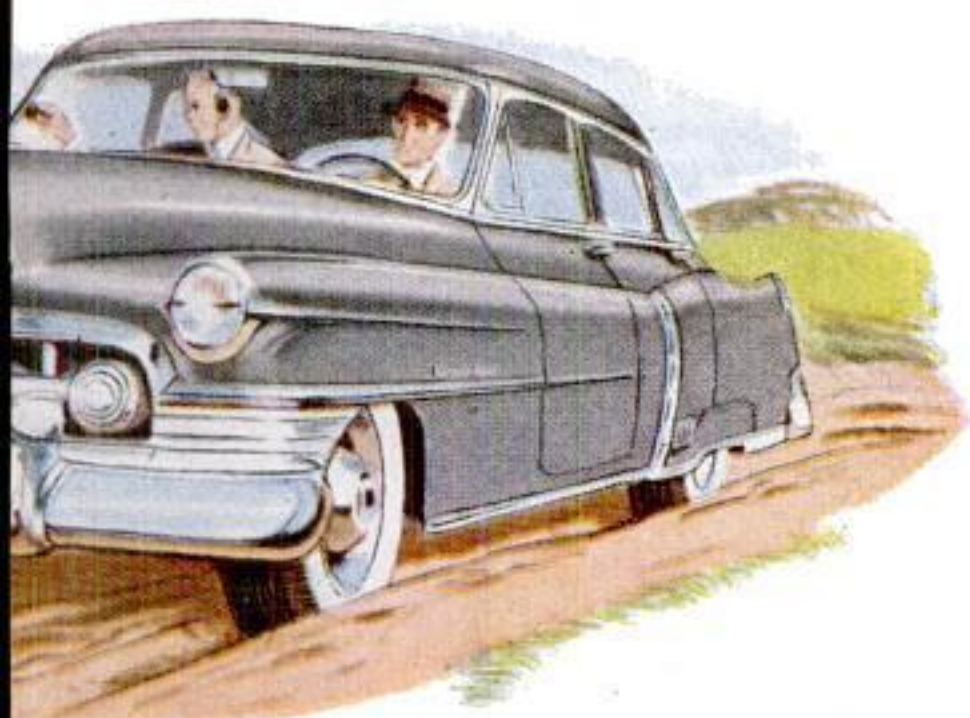


Kodak's finest folding camera—the "Tourist"—makes it easier than ever to get good snapshots. Five models, \$24.50 to \$95. Flash-older, \$11.08. Prices include Federal Tax.

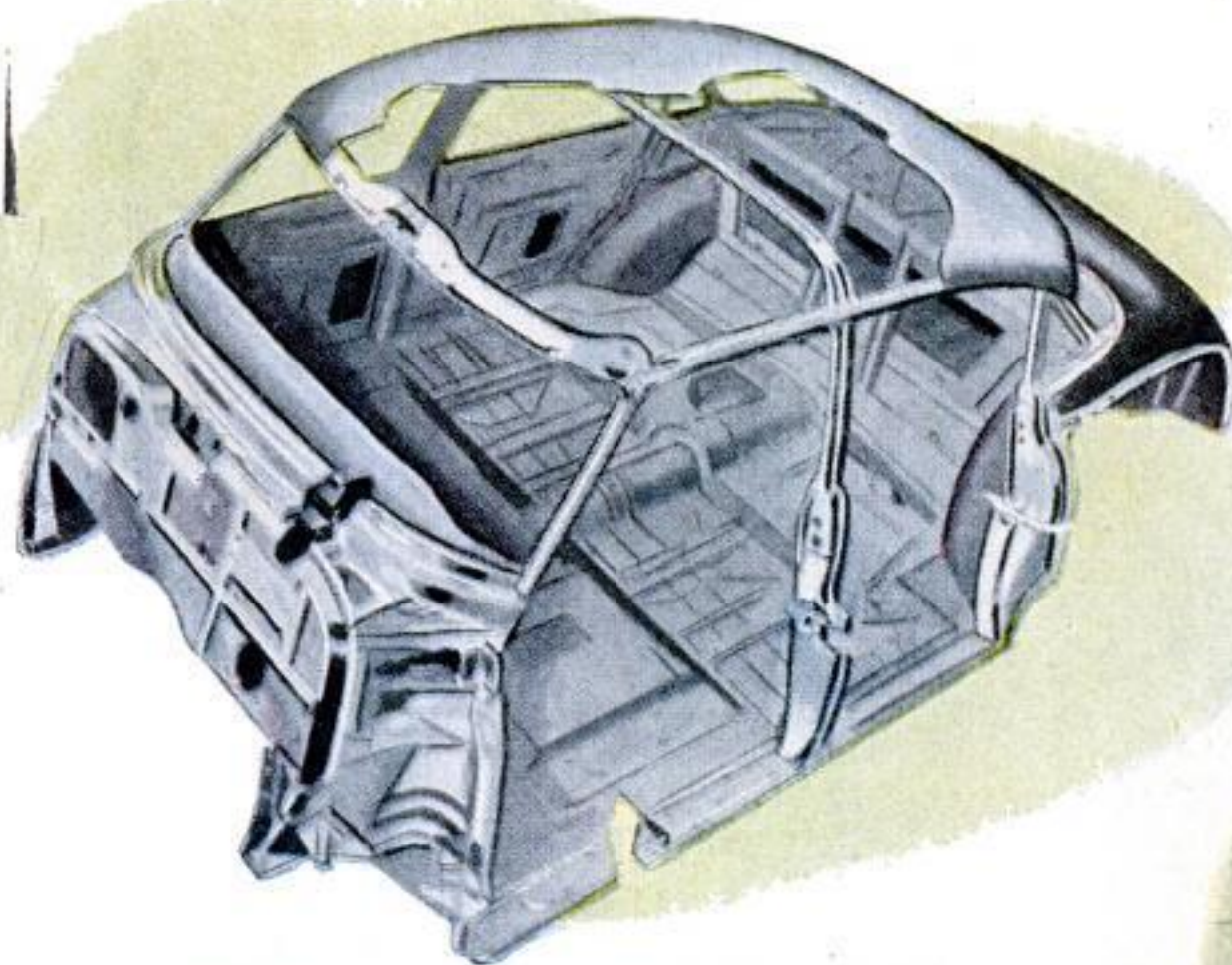


Tear off this corner as a reminder to get some Kodak Film. Size



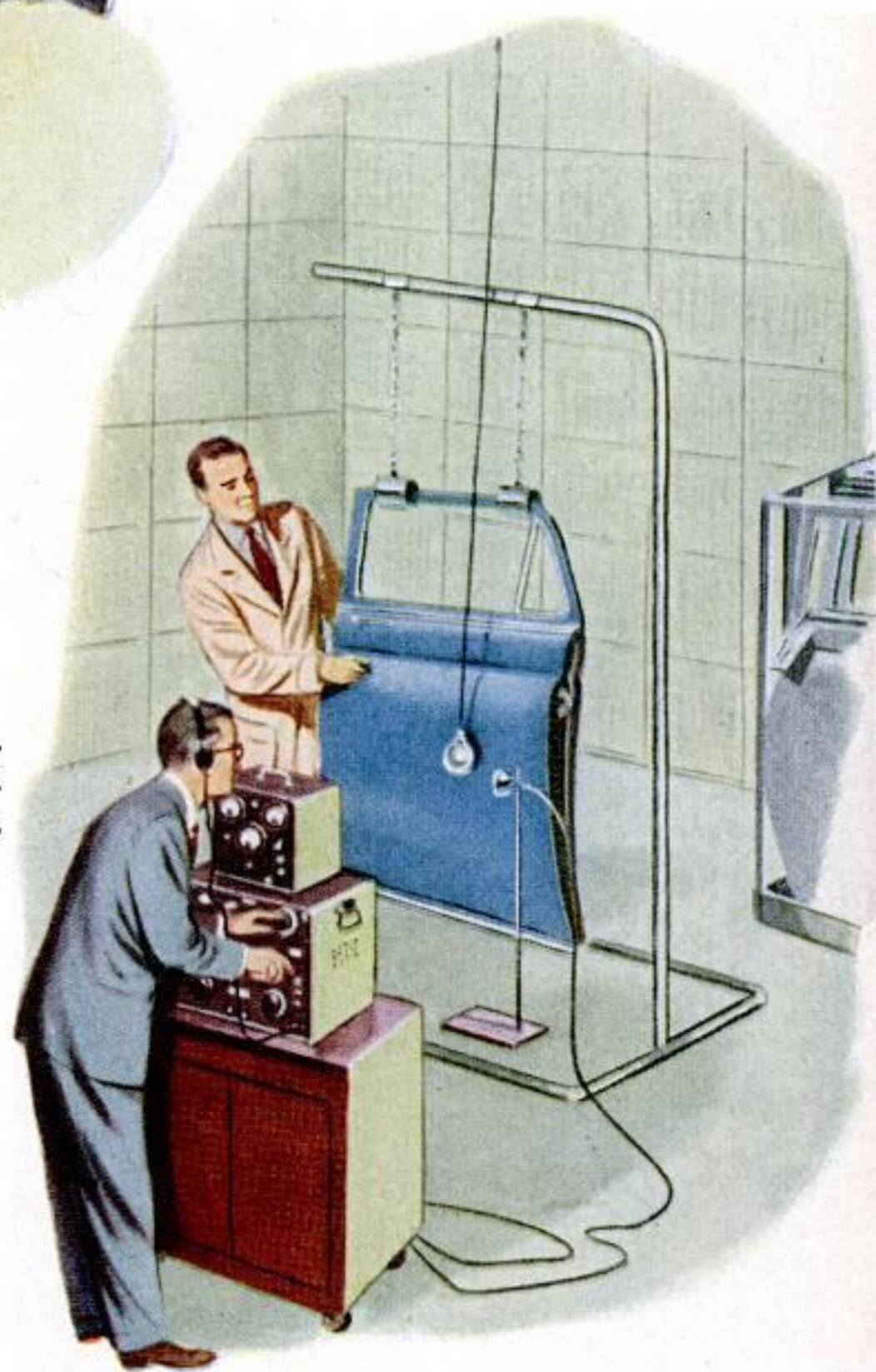


As cars ride over every kind of road, engineers with super-sensitive instruments keep probing for vibration points that build up noise, figuring out ways to eliminate it.

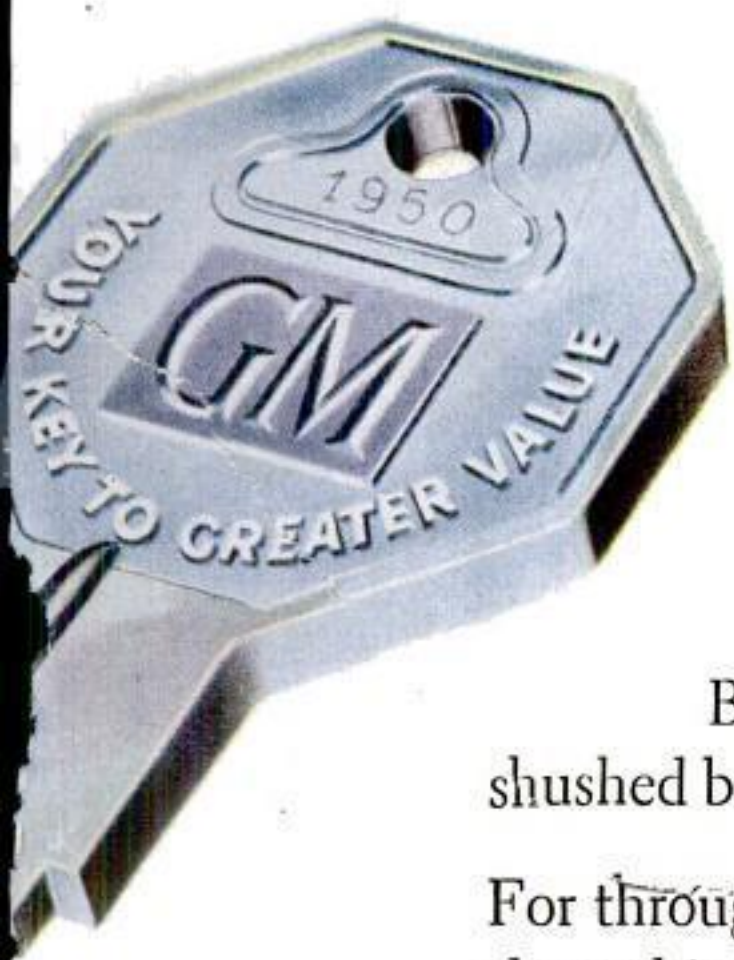


Welded into a single, solid all-steel unit, crowned and braced by Turret Top, Body by Fisher is built for quiet riding from the ground up.

In rooms where it's quiet enough to hear your heart beat, GM men never stop studying basic materials and individual parts, seeking always to deaden noise.



Key to quiet travel



The peace that lulls your baby to sleep in a General Motors car came from a long war against discomforts.

Decades ago, the first closed bodies calmed wind and weather. Later, No-Draft Ventilation added final soothing touches.

A restful hush began to fall as Knee-Action smothered road rumble.

Balancing and cushioning soaked up engine vibration. Bracing and insulation shushed body resonance. And the search for silence still goes on and on.

For throughout research, engineering and production, GM specialists keep working to make these things better—trying to still the last tremor to the last decibel. It's the kind of steady search that makes the GM key your key to greater value in all ways, as you can easily find out.

Just ask any dealer in GM cars for a sample of GM quiet, comfort, performance and all-round quality. He'll be glad to demonstrate whenever you're ready.

THE KEY TO A GENERAL MOTORS CAR

Your key to Greater Value



"MORE AND BETTER THINGS FOR MORE PEOPLE"

GENERAL MOTORS

CHEVROLET • PONTIAC • OLDSMOBILE • BUICK • CADILLAC • BODY BY FISHER • GMC TRUCK & COACH

Hear HENRY J. TAYLOR on the air every Monday evening over the ABC Network, coast to coast.



A girl on vacation can *dream*, can't she? Dream of handsome men in even handsomer Arrow White Shirts!

The three favorites shown above: regular, non-wilt DART; soft, widespread PAR; and low-band, non-wilt DREW; \$3.65 each.

No matter what collar styles you prefer, Arrow has them . . . tailored with Arrow's supreme collar-making skill . . . short collar points . . . regular points . . . long points . . . widespread points and button-down. Arrow

White Shirts come in your choice of excellent pre-tested fabrics, too, including fine broadcloths, popular Oxfords, meshes, and many others. See 'em at your Arrow dealer's. \$3.65—\$7.50.

ALL Arrow Shirts are "Sanforized"-labeled (fabric shrinkage less than 1%), have MITOGA body-tapered fit and firmly anchored buttons.

The only way to *add* distinction to Arrow Shirts is to knot new, smart Arrow Ties around these collars! \$1.00—\$3.50.

ARROW

WHITE SHIRTS

Cluett, Peabody & Co., Inc.
Makers of Arrow Shirts • Sports Shirts • Ties • Underwear • Handkerchiefs



French Models Thrive in U.S.

When Sophie Malgat and Bettina Graziani, two Paris models who had appeared frequently on French magazine covers, came to the U.S. on vacation recently, they had no assurance that they could make good in the bitterly competitive American modeling field. But fashion photographers were delighted by Sophie's sophisticated look and by Bettina's sly, elfin quality, and in a few months both girls established themselves in the top group of the most sought-after models in New York. With this has gone financial success far exceeding their lot in Paris.

Although deadly serious about their careers, Sophie and Bettina have made many friends at cocktail parties and weekends in the country and are constantly kept on the run by prospective beaux. This month they were off to France to wind up their business affairs and show off the formidable array of fur coats, cowboy clothes and kitchen gadgets they bought in New York. In the fall they will return to resume modeling for fashion magazines and perhaps to try to become U.S. citizens.



CONEY ISLAND gives the girls a chance to wear blue jeans, blouses, crew hats from a department store's little-girl section.

FORMAL POSE shows pert expressions Bettina (left) and Sophie will wear in U.S. fashion illustrations and advertisements.

Who has made the
smarter choice?



His team's best, but *one* choice she made was smart. She wore sun glasses! Over-exposure to sun will reduce the fellow's eye sensitivity to light about one-third. His ability to see will be curtailed for hours, possibly days—real danger lurks when he drives after dark or works in his factory. Every person is

affected this way. Sun glasses protect your eyes. Buy two or three pairs—keep them on hand. We're proud to serve sun glass manufacturers throughout the country. Our lens experience dates from 1867.

L. J. Houze Convex Glass Company,
Point Marion, Pennsylvania.

Wear Sun Glasses for Comfort and Safety



Ever try JUJYFRUITS?

Millions have
and they say "Jujufruits m-m-m."

Tasty—tender
flavorful—delicious.
On counters everywhere.

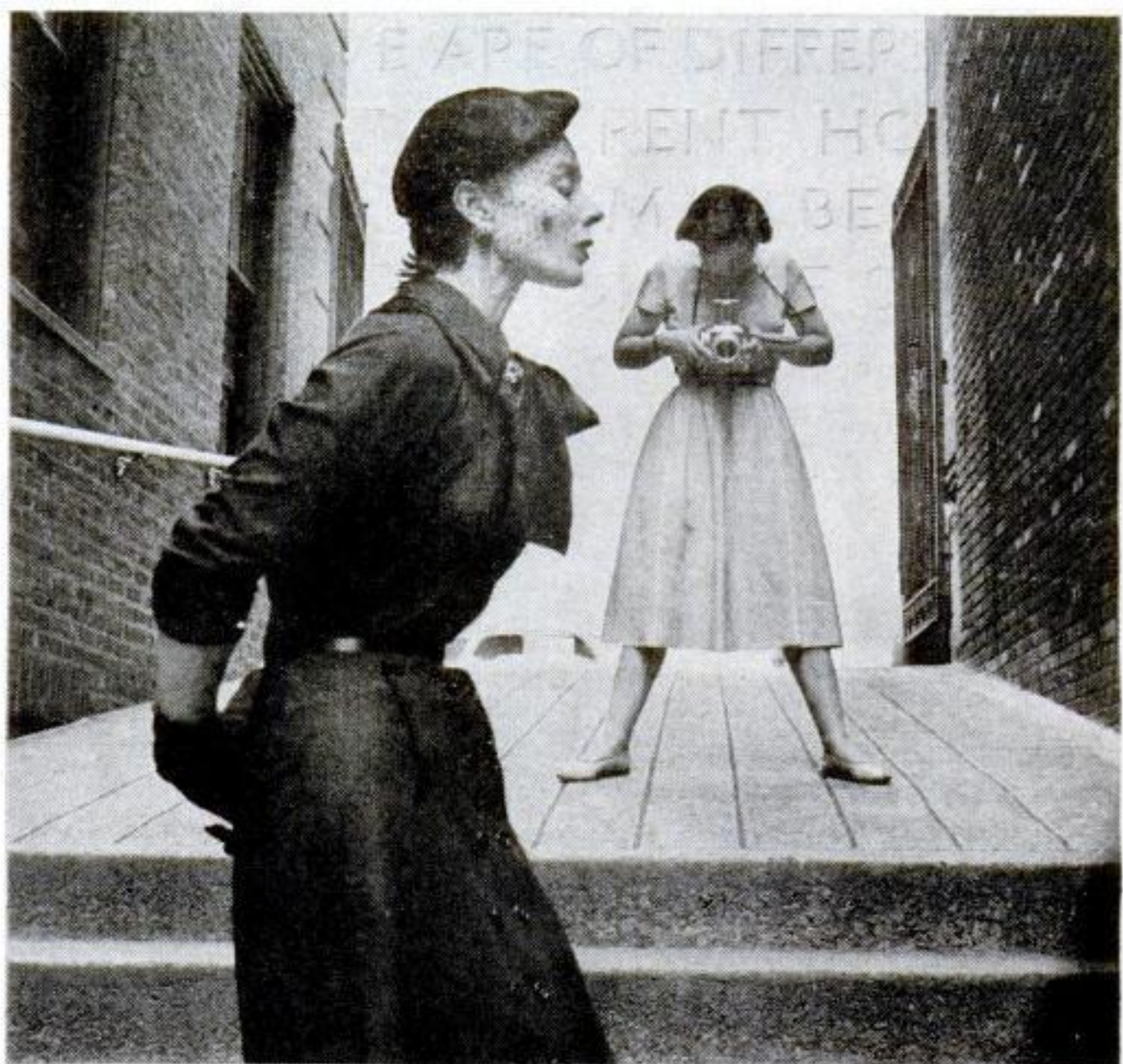
Heide
QUALITY CANDIES

MADE BY HENRY HEIDE, INCORPORATED, NEW YORK, N. Y.

FRENCH MODELS CONTINUED



SOPHIE AT WORK appears in ground glass of *Vogue* photographer Erwin Blumenfeld's camera, posing for an ad in a silver lamé Jacques Fath dress manufactured in the U.S. by Joseph Halpert. Both girls worked for Fath in Paris.



BETTINA AT WORK models fall college clothes for Frances McLaughlin, another *Vogue* photographer, across from New York's Hunter College. *Vogue* asked Bettina to pose exclusively for them a week after she arrived in the U.S.

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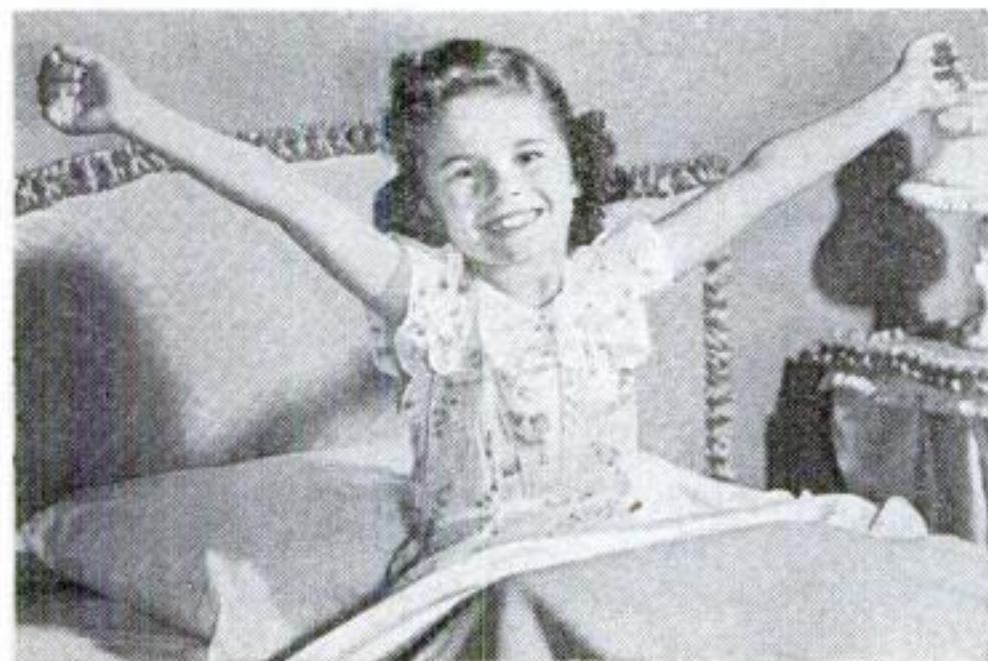


Hay Fever Sufferers ! "Summer Cold" Victims !

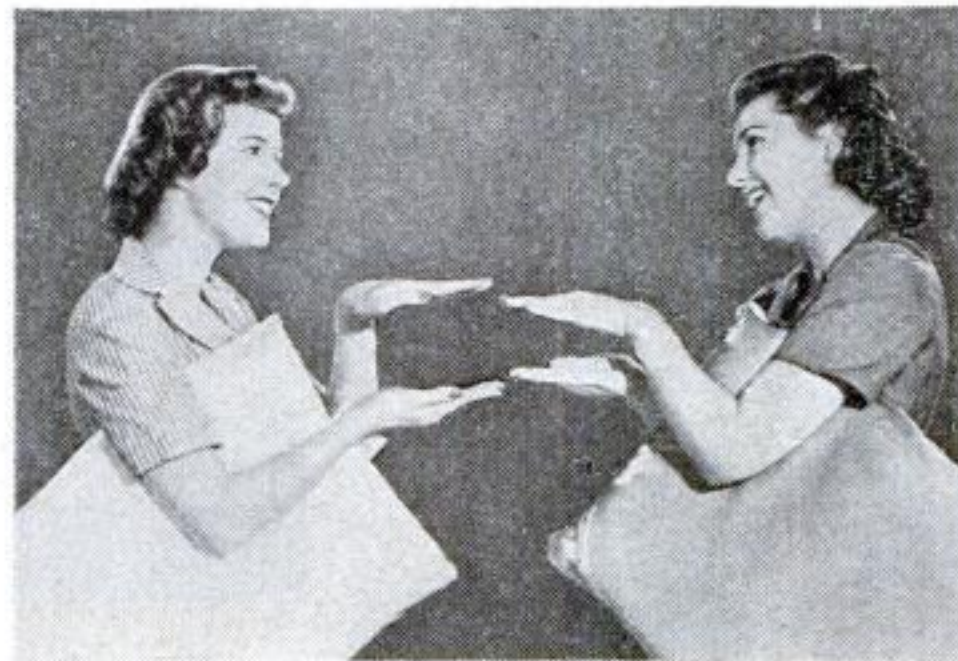
PLAYTEX® PILLOWS
GIVE YOU
COOL, HEALTHFUL SLEEP
EVERY NIGHT!



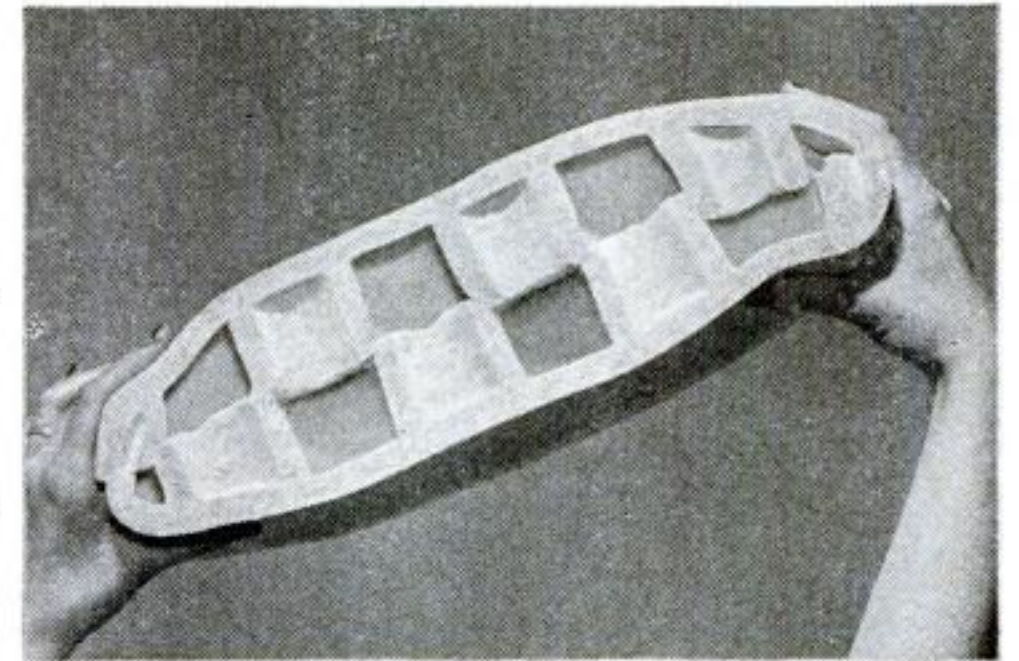
ALLERGY-FREE, POLLEN-FREE, DUST-FREE—PLAYTEX PILLOWS GIVE COOL, RESTFUL SLEEP ALL NIGHT, ALL YEAR 'ROUND!



1. Allergies attack children and adults alike. PLAYTEX Pillows are completely different from old-fashioned feather pillows, and unlike all other foam pillows! They're scientifically proved 100% allergy-free, dust-free, mildew-proof. If you dread the hay fever season, feel the wonderful difference the PLAYTEX Pillow makes in your rest!



2. Like a "higher" pillow? Prefer the "regular" height? PLAYTEX Superfoam* Pillows give you a choice of pillow thicknesses. Regular Height and Extra-Plump, for those who like to sleep on a "higher" pillow. Each has all the exclusive PLAYTEX Pillow advantages—each offers you night after night of sound, relaxing sleep!



3. No other pillow—foam or feather—has the PLAYTEX patented secret: "staggered core" construction! Result of thousands of tests, this PLAYTEX Pillow cradles your head in the most restful position. Millions of microscopic air cells actually "breathe" inside your PLAYTEX Pillow—give cool, "air-conditioned" sleeping comfort!



*For every occasion...
no gift compares with
the gift of sleep!*

CHOOSE YOUR FAVORITE PILLOW HEIGHT!

Regular Height, white, pink, or blue extra-fine Sanforized cotton cover, nylon double-stitched for longer, stronger wear . . . **\$8.95**

Extra-Plump, white, pink, or blue extra-fine Sanforized cotton cover, nylon double-stitched for longer, stronger wear **\$9.95**

Also, luxurious non-slip rayon satin covers, concealed zippers, slightly higher.

Beautifully gift-packaged. In sleep shops, department and furniture stores coast to coast.



Don't take chances—with so-called "bargain" pillows when your night's rest is at stake! PLAYTEX Superfoam* Pillows are the *finest quality*—never sold as "seconds" or "irregulars" that cost you more in the end. And the difference between PLAYTEX and "bargains" is amazingly little—less than 10¢ a year!

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AIDS HEALING
AMAZINGLY!

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NOW
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TO
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GUARANTEED
TING MUST
SATISFY YOU
IN A WEEK-
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PROVED EFFECTIVE
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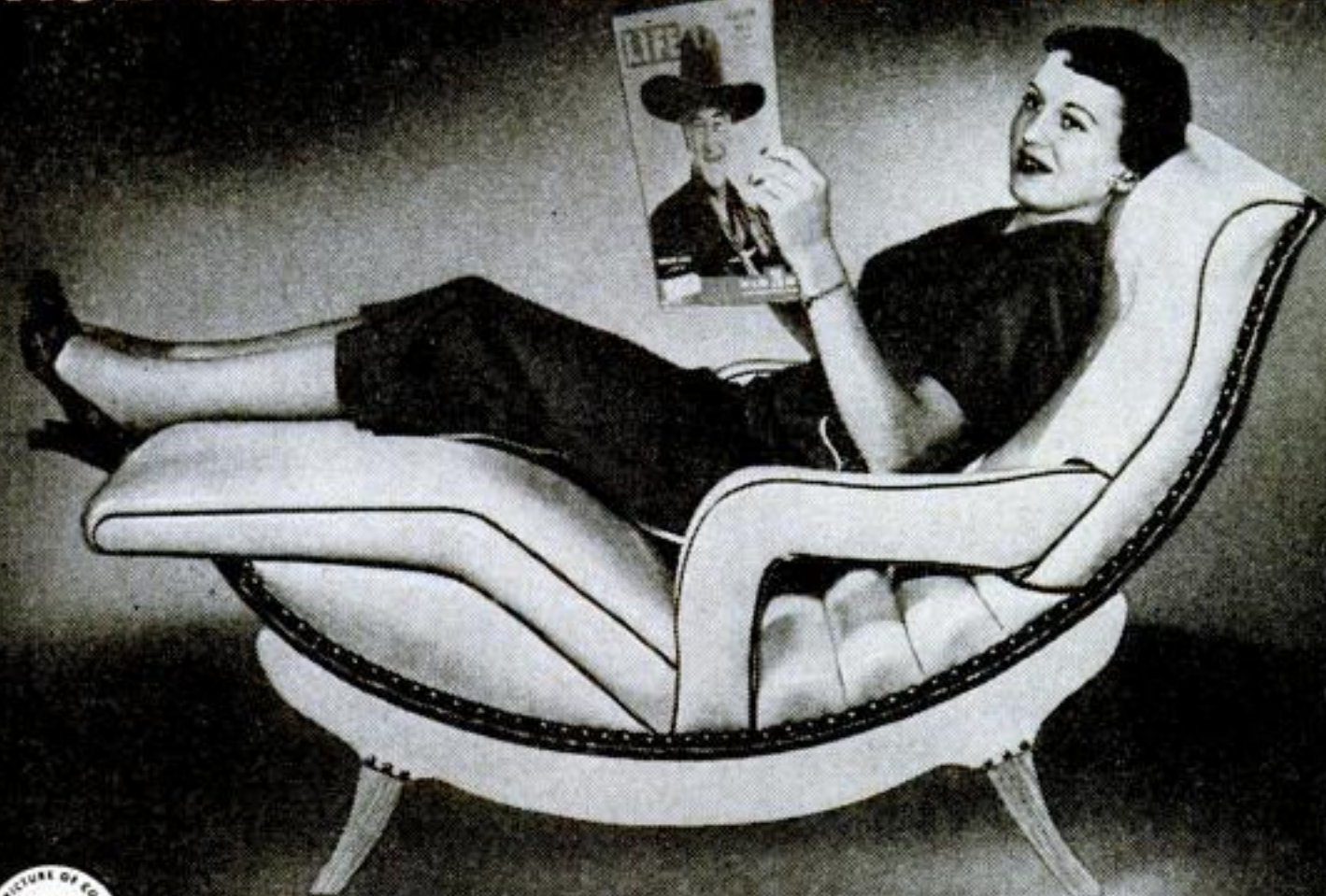


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HAVE FAILED TRY AMAZING
TING CREAM TODAY!
GREASELESS, STAINLESS
ALL DRUGGISTS ONLY 60¢ A TUBE



...ALSO AVAILABLE IN THE NEW \$1.00 ECONOMY SIZE.

New Chair is RELAXING "MIRACLE"



Unlike any other chair, the Contour Chair-Lounge is designed to fit the human body. For centuries, man has jack-knifed his body into so-called "easy chairs" which give only an illusion of comfort. The revolutionary pre-moulded contours of the Contour Chair-Lounge cradle the body from head to foot in its natural, most restful posture. And because of its orthopedically correct design, doctors find the Contour Chair-Lounge helps to relieve heart-strain as well as muscular and nervous tensions; helps lessen pain of arthritis, sciatica, rheumatism; helps bring blessed relief to

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The Contour Chair-Lounge is accepted for advertising in publications of the American Medical Assn. — ask your Doctor.

FREE — complete information about this amazing chair and address of dealer nearest you. Write today to **MARIE Designer, Inc.**
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FRENCH MODELS CONTINUED



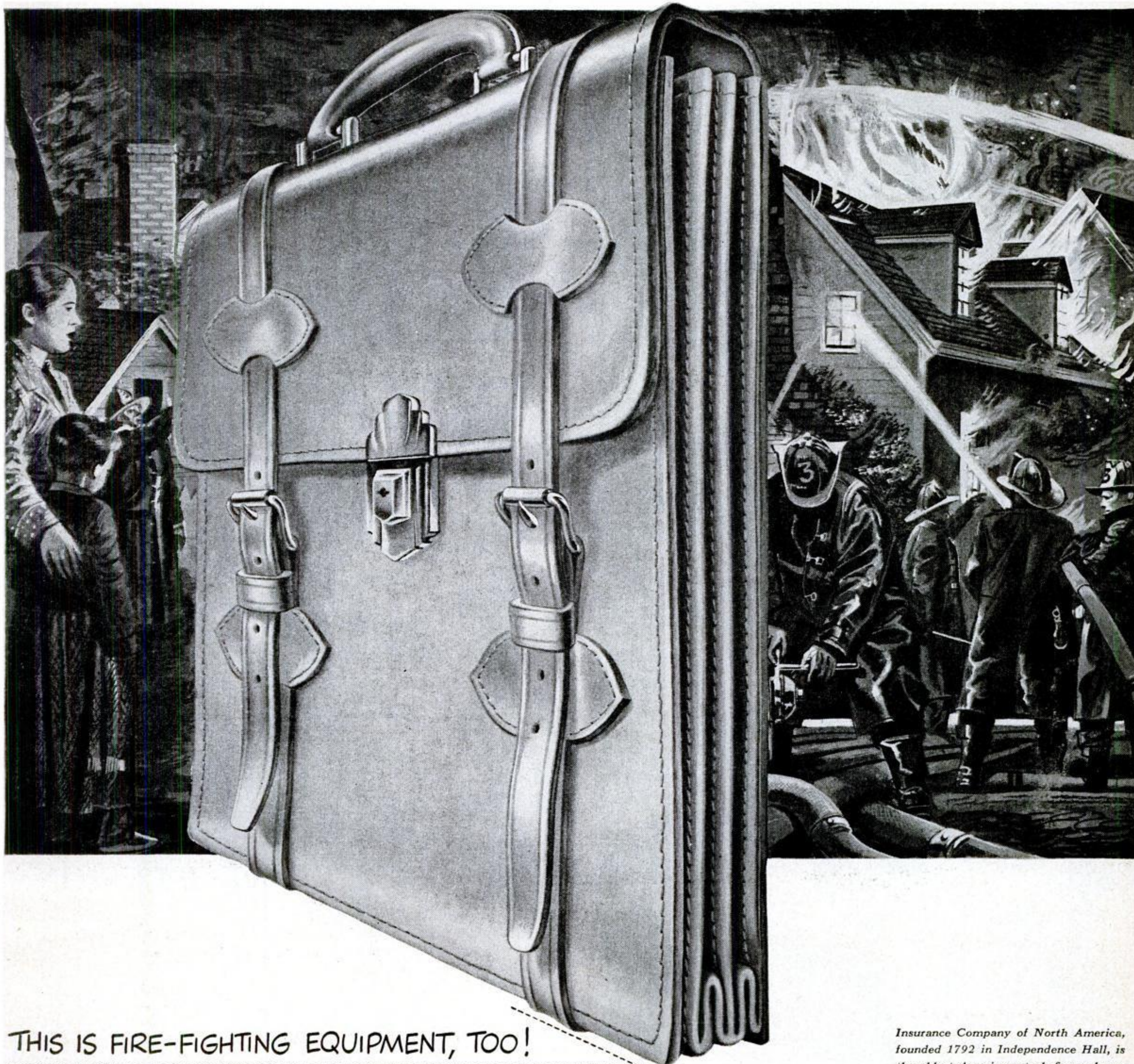
FRENCH REUNION at a New York cocktail party gives the girls a chance to chatter in their native tongue with two young Frenchmen now in the U.S. Although the girls are very enthusiastic about American sport clothes (below), they prefer their own French-made cocktail and evening dresses for parties.



COWBOY STORE in New York fascinates the two girls, who bought several pairs of blue jeans and frontier pants. They tried to persuade the store's owner, Herman Friedrich (right), to start a new fashion fad by making a smart belt for women out of a horse's girth strap, but Friedrich said it was not in his line.



AT FAREWELL PARTY for Sophie (in hat) on *Ile de France*, Bettina looked pensive; she was to follow Sophie two weeks later. Besides baby panda (left), Sophie's American purchases include 30 pairs of sandals, full set of plaid-covered luggage and every make of ice crusher and orange squeezer she could find.



THIS IS FIRE-FIGHTING EQUIPMENT, TOO!

If your home were on fire, you'd call for help. And you'd get it, too, because modern fire departments are fast, efficient, dependable. But a briefcase *can* prove, in the long run, a more effective weapon against fire loss. Provided, of course, it is used *in time* by an insurance agent who knows his business.

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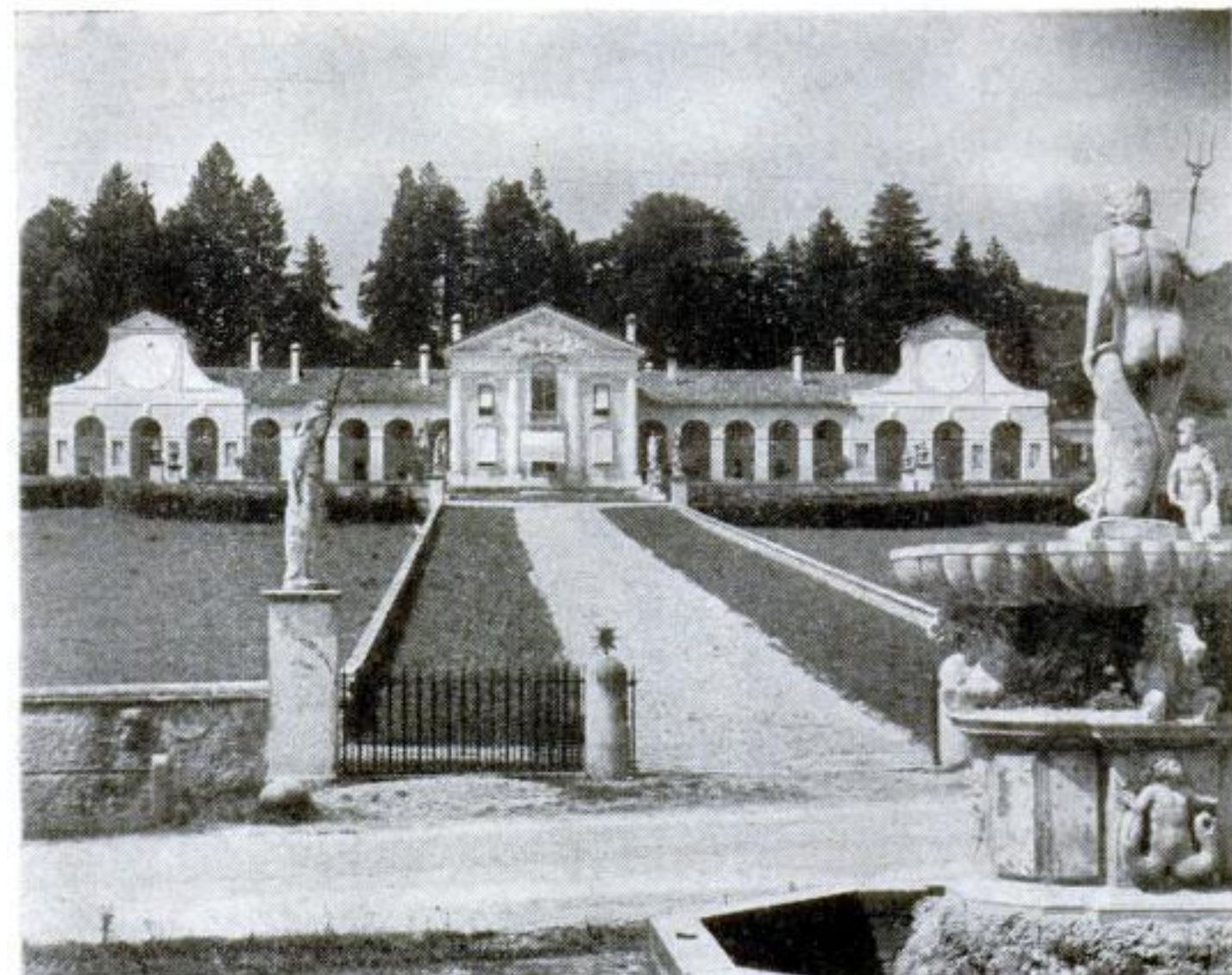


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NORTH AMERICA**
COMPANIES, *Philadelphia*

Insurance Company of North America
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PRESENT OWNER'S DAUGHTER, Diamante Buschetti, stands with her dog while behind her peeks first owner's daughter, in detail of mural (*opposite page*).



FOUNTAIN OF NEPTUNE GUARDS THE VILLA

The Villa Maser

IT PRESERVES VERONESE'S MASTERPIECE OF ILLUSION

In the 16th Century the splendor of the Venetian Republic spread far beyond the city's lagoons. On the mainland, as far as the blue rim of the Italian Alps, the wealthy Venetians built their stately summer palaces to which they withdrew during the sultry months. Most spectacular of these was the villa of the Barbaro brothers at Maser, 40 miles northwest of Venice. Marcantonio Barbaro was a Venetian envoy, his brother Daniele an eminent scholar. Both were celebrated art patrons and when, around 1560, they decided to build a summer villa, they sent for the leading artists of the day. They commissioned Andrea Palladio to design the 66-room mansion, Alessandro Vittoria to carve its moldings and Paolo Veronese, the great painter of Venetian opulence, to cover its walls with frescoes. Working with his brother, Veronese filled his murals with the glowing figures of classical gods. Then, in an astonishing burst of realism, he painted on the walls his own friends and patrons, looking like flesh-and-blood people caught peering through half-open doors or looking down from ornate balconies. In the dining room (*p. 64*) he painted landscapes like actual picture windows looking out on real gardens. As a vivid signature, Veronese portrayed himself (*p. 60*) striding in from the hunt and, in a doorway opposite, painted his mistress standing to greet him. Today the Villa Maser is a national monument as well as the home of another wealthy Italian, Countess Marina Buschetti. Although the times and owners have changed, Veronese and his friends still look out from their lordly settings as much at ease in the 20th Century as they were 400 years ago.



RENAISSANCE OWNER'S DAUGHTER was portrayed entering the main hallway of the Villa Maser through a half-open, painted marble door. With the

exception of the plaster molding around and above the door and the rack (lower right), the entire wall, with its musicians, horsemen, columns and niches, is flat.

CONTINUED ON NEXT PAGE



HUNTSMAN, with his dogs, brandishes a lance as he steps into the sumptuous bedroom now used by Count Buschetti. The figure is probably Veronese himself

(or possibly his brother Benedetto). Even the framed pictures (*upper left and right*) and the hooks on which they hang are part of the wall's painted surface.



VERONESE'S MISTRESS, or wife (scholars have not decided which), stands at the painted doorway in Countess Buschetti's bedroom. Panel at the right of

door depicts one of the 12 labors of Hercules, who was ordered to shoot down the carnivorous, half-human Stymphalian birds which preyed on people of Arcadia.

CONTINUED ON NEXT PAGE





OWNER'S WIFE looks down from concave ceiling of the villa's Olympus Room, in Veronese's masterpiece of *trompe l'oeil*. She stands on a painted balcony with her lady in waiting (*right*), her page boy (*left*), her parrot and lap dog who are perched on the balustrade. Above her stretch scenes of gods on Olympus. At top, center, Immortality is enthroned in light. Around her are (*left to right*) Mercury with his staff, Diana with her dogs and white-bearded Saturn. In panel at left is Vulcan, god of fire; at right, Cybele who, symbolizing the earth, drove about in a chariot drawn by a pair of lions.



DINING ROOM was decorated in more sedate manner than the other rooms. The windowlike vista (*center*) shows a stately chateau at the end of a tree-lined

avenue. On ceiling is an arbor of grapevines. The fireplace and mantel at left and door molding at right are the only three-dimensional objects on the room's walls.



IN COSTUME of the Renaissance, Countess Buschetti's elder daughter Esmeralda pauses beside a column adorning the facade of the villa, looking as if she

had stepped out of one of Veronese's murals. In background is one of Vittoria's classical sculptures which line the driveway and terraces of the 2,500-acre estate.

^{JULY} Reader's Digest

REPORTS THE RESEARCH WHICH PROVES*

Brushing Teeth Right After Eating with COLGATE DENTAL CREAM STOPS TOOTH DECAY BEST

**Better Than Any Other Way
of Preventing Tooth Decay According
to Published Reports!**

Reader's Digest for July reports the results of "one of the most extensive, costly and practical experiments in dental history"! The toothpaste used exclusively in these experiments was Colgate Dental Cream. Be sure to read July Reader's Digest!

And read this! Over the two-year period of these experiments, brushing teeth right after eating with Colgate Dental Cream stopped more decay for more people—than ever before reported in all dentifrice history on tooth decay! Yes, both clinical and X-ray examinations showed the Colgate way stopped tooth decay *best*! Better than any other home method of oral hygiene known today!

Even more important, there were no new cavities whatever for more than 1 out of 3. Think of it! Not even *one* new cavity in two full years! No other dentifrice, only Colgate Dental Cream, has proof of such results—the best results ever reported in authoritative dental literature for a dentifrice of any type! So start your family on Colgate Dental Cream today! Children love Colgate's wonderful wake-up flavor—so it's easy to get them to use Colgate Dental Cream correctly. No dentifrice can stop *all* tooth decay, or help cavities already started. But the Colgate way is the most effective way yet known to help your dentist prevent tooth decay!

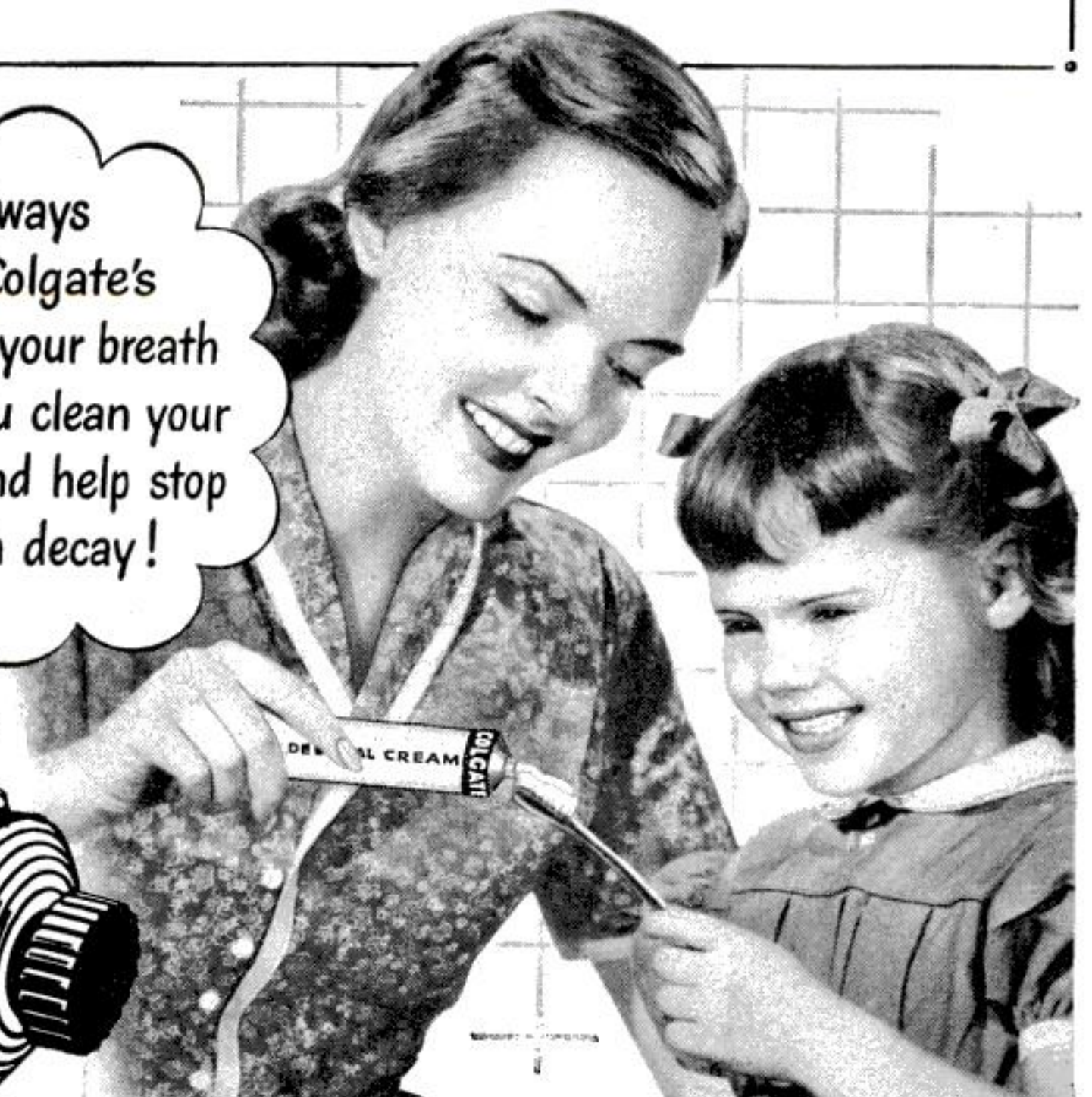
**No Other Toothpaste or Powder
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Offers Proof of Such Results!**

Always
use Colgate's
to clean your breath
while you clean your
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*Colgate Dental Cream was the toothpaste used in the exhaustive scientific research reported in July Reader's Digest.

THE COLGATE WAY STOPS TOOTH DECAY BEST!



MOVIE OF THE WEEK:

The Gunfighter



JIMMIE RINGO'S WHISKY STAYS STEADY IN HIS RIGHT HAND AS HIS LEFT DISPOSES OF AN AGGRESSOR

Gregory Peck plays mournful killer who wants to retire but can't

In the Old West of the movies, morality is a matter of black and white: villains must be villainous and take ornery delight in their villainy. Now comes a 20th Century-Fox picture, *The Gunfighter*, with Gregory Peck playing the title role, to turn some of the old values upside down. Peck, in one of the best roles of his career, plays Jimmie Ringo, a bad man who is fabulously fast at plugging his victims. He has plugged so many, for one reason or another, that he is sick and tired of the whole business and wants to settle down to quiet respectability. But he cannot get away with it: wherever he goes, his reputation goes ahead of him, and no one-horse town is too small to have at least one fighting young fool anxious to show the world that he can take the measure of the great Jimmie Ringo.

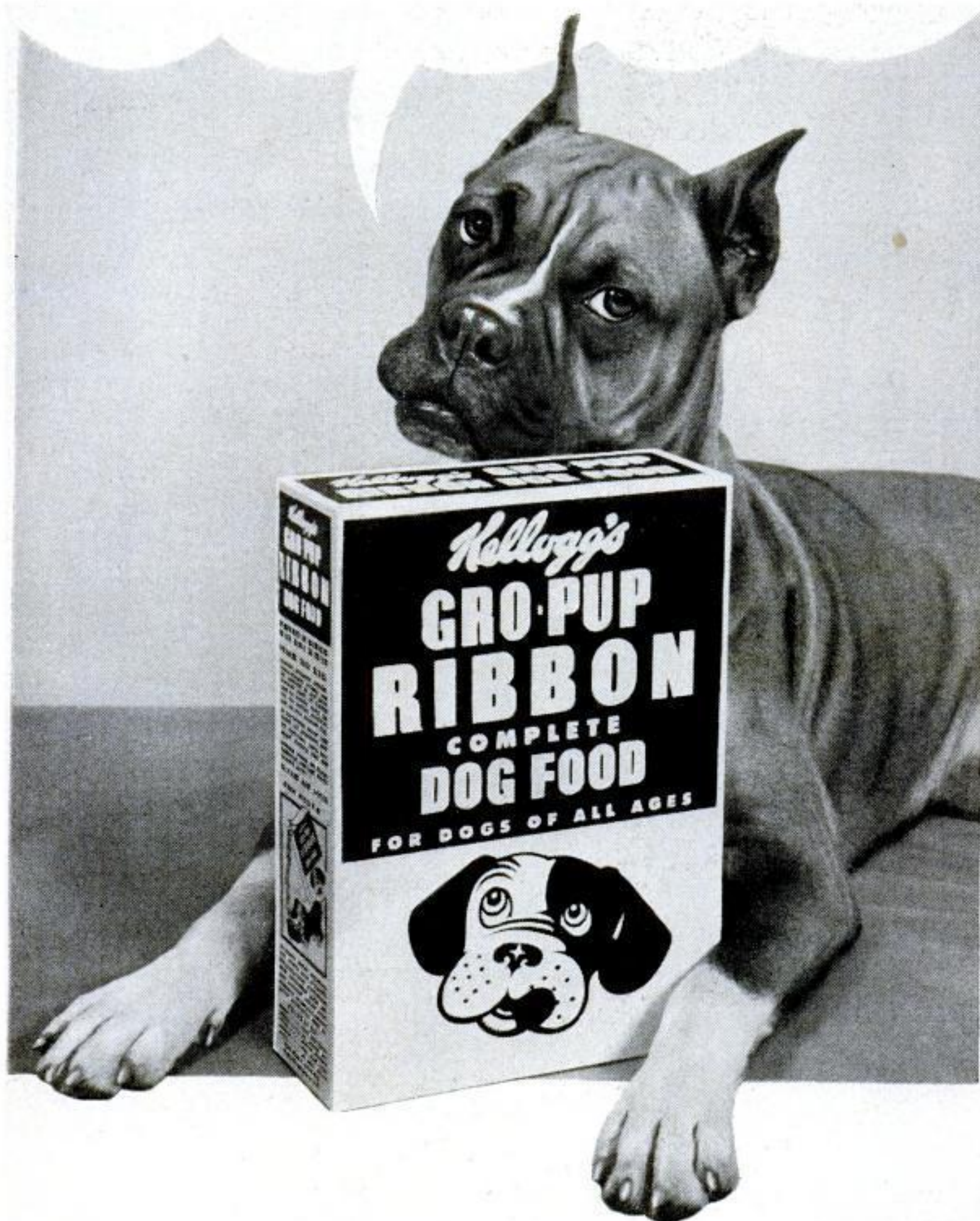
It is not only in its portrait of a melancholy

murderer that *The Gunfighter* differs from the ordinary Hollywood western. Director Henry King made his actors wear the authentic drab clothes and handle-bar mustaches which decorated the males of the Old West. He concentrated the greater part of his action in a single set representing a rundown saloon. He manipulated a capable group of character actors to give a believable picture of a dusty frontier town on the brink of a calamity. With all these elements the movie creates a dark and foreboding atmosphere in which a whole country full of killers seems to be stalking Jimmie Ringo. The deeper the suspense grows, the more the audience hopes he will succeed in getting away from his past and settle down happily with his wife and child. But Jimmie Ringo is not destined for any such luck, and he is to find peace only when he dies.



A YOUNG TOUGH gets idea he is quicker on the draw than Jimmie Ringo, quickly learns different.

AW-PLEASE! LET'S EAT!



Keep him husky and happy with "COMPLETE DINNER" Gro-Pup!

SO COMPLETE YOU NEED ADD NO MEAT!



GRO-PUP IS COMPLETE IN EVERY WAY! Vitamins and minerals? All he is known to need—every day! Protein? Plenty! And it's good rich protein—just right for sound growth, sturdy bodies! Fats? The correct amount needed for sleek, glossy coats! And a good balance of fuel foods for bounce and play!

GRO-PUP IS EASIER, THRIFTIER TO FEED! Savings? You bet—up to \$1.00 a week, as much as 40% less than most canned dog foods. It's the fastest, easiest way to feed your dog. Crisp, ready-to-eat ribbons! No mixing, no can openers, no refrigeration. Start your pet today!



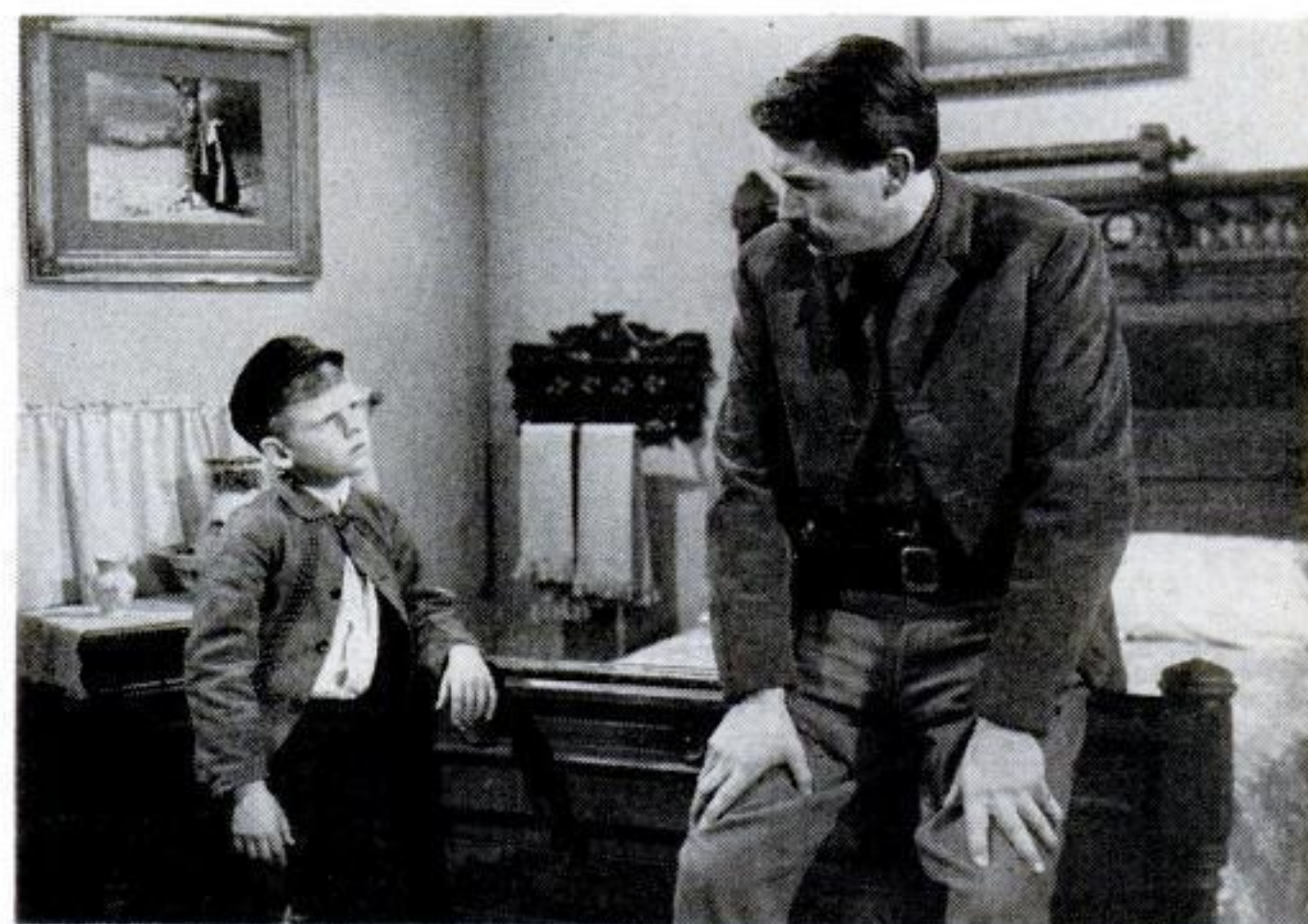
GRO-PUP IS THE FIRST dry dog food to be awarded this seal of approval as a *Complete Food*.

FOR DOGS OF ALL AGES, SIZES AND BREEDS GREAT FOR CATS TOO!

"The Gunfighter" CONTINUED



RINGO'S TROUBLES, piling up on him, include this vengeful father who mistakenly believes Ringo killed his son. The dead boy's mother tries to snatch rifle from her husband, who waits to plug Ringo from window of rented room.



RINGO'S HAPPINESS is brief and furtive when he receives the visit of a young admirer, Jimmie Jr. Ringo cannot reveal that he is the boy's father, having promised his wife that he would not let their son know his dad is an outlaw.



RINGO'S NEMESIS shows up in the hate-filled face of a young tough (Skip Homeier), who tries to make a name for himself by conquering the great Ringo. Failing to provoke him into a gun fight, the tough shoots Ringo from behind.

A DIRTY ENGINE Burns Up \$\$\$!

*Triple-Action Mobiloil
Helps Keep Your Engine
Clean!*



YES, risking engine deposits is just like risking dollars. They can steal power, waste gasoline, damage parts, lead to costly repairs!

So why take chances? Drain engine oil every 1000 miles—refill with fresh Mobiloil for TRIPLE-ACTION performance.

Mobiloil is *anti-acid, detergent*, has *high V.I.* You get truly modern oil performance—"instant flow" lubrication . . . *protection* against corrosion and deposits . . . *maximum economy* of operation and maintenance.

Why accept less? Insist on the world's largest seller! Keep your engine Mobiloil Clean!

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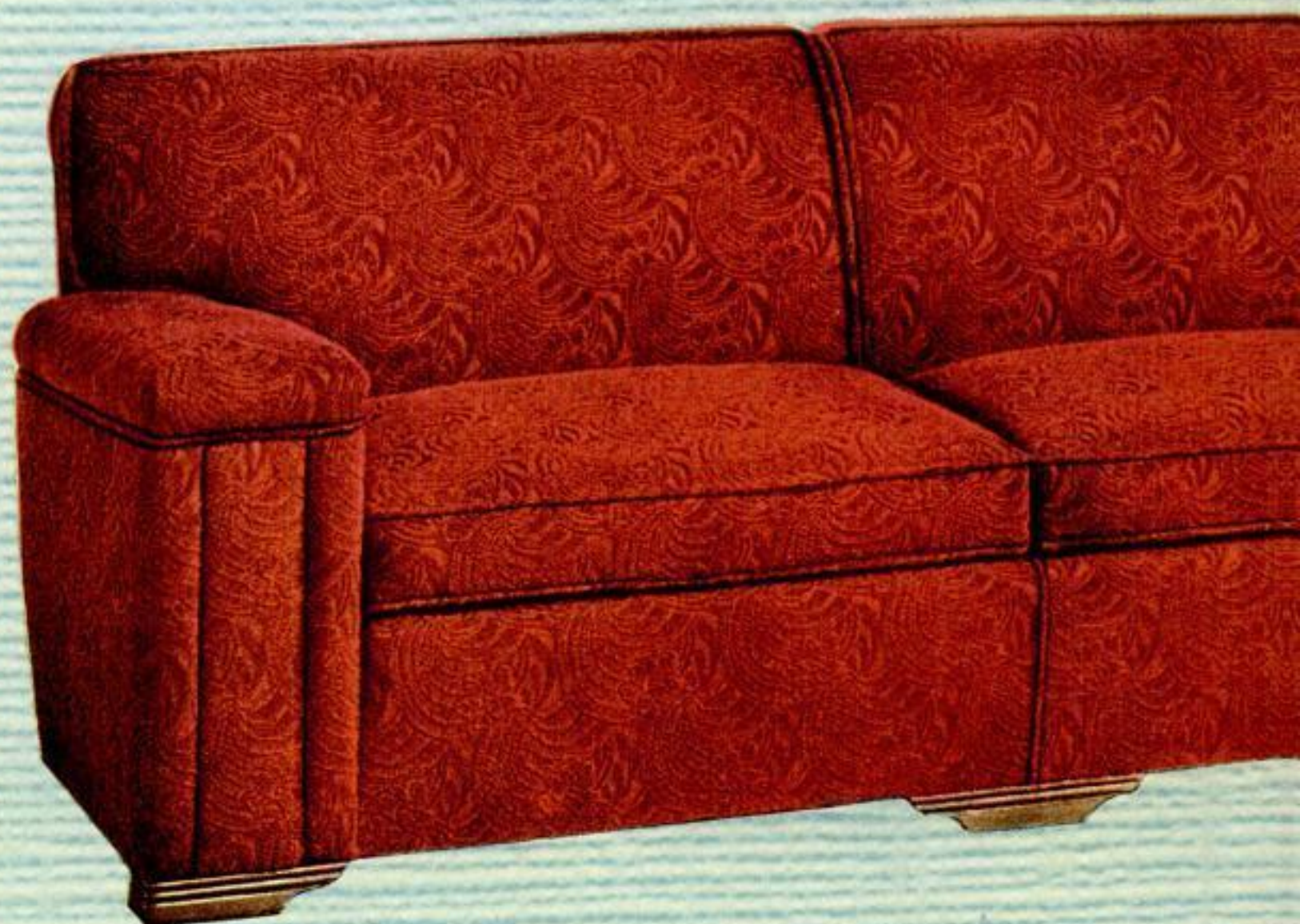
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Modern
Styles



Companion
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New
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See the wide selection of styles, fabrics and colors in the sensational Kroehler Fall line. A few typical examples shown here. Priced to fit every budget.

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You'll love this stunning new Kroehler sofa and chair—Lawson-style backs, Latexed-Hair filled arms. Tailored in the fabulous Sea-Shell pattern, French-Knot Jacquard Frieze. Your choice of 6 new colors.

Sofa
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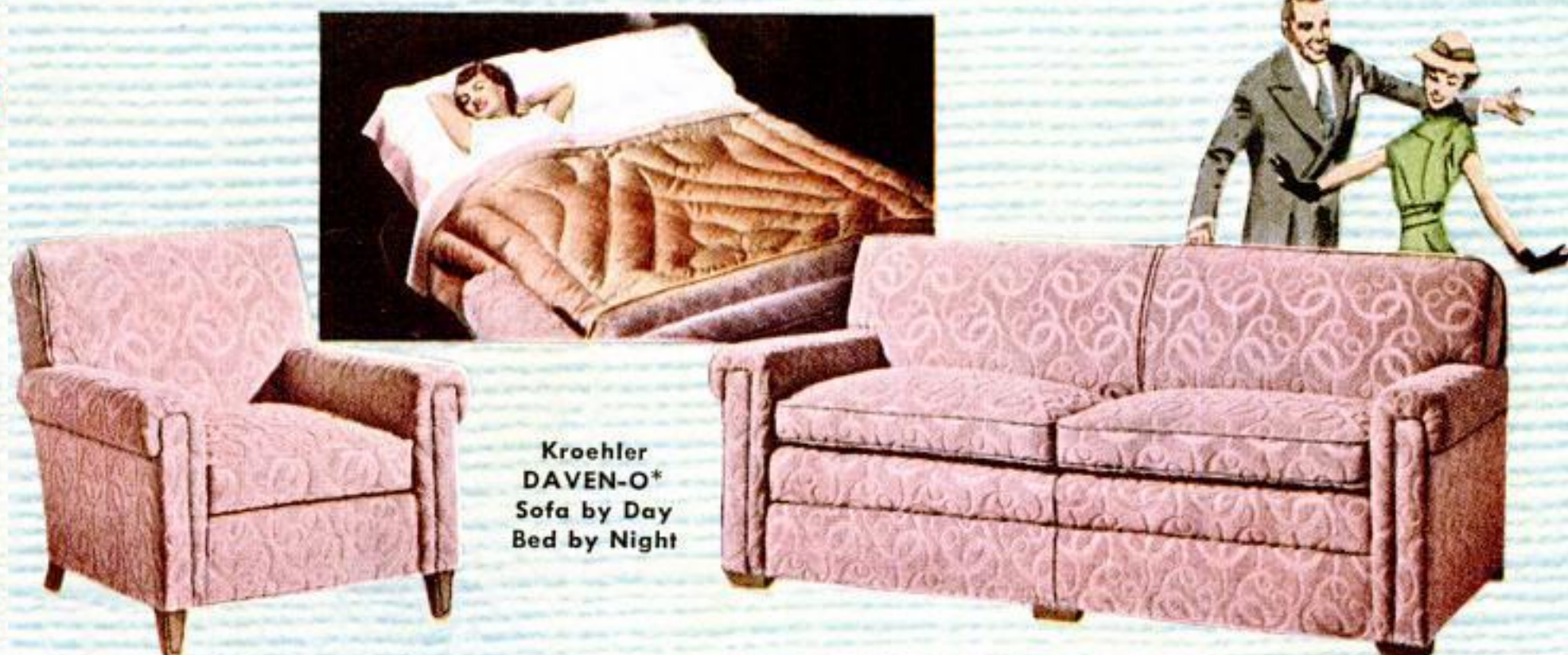
Now . . . make your dreams of a lovelier home come true with luxurious new furniture by Kroehler. Enjoy the exclusive comfort features of Cushionized* furniture with all its famous hidden qualities. Choose from the new, exciting values now on sale by your Kroehler dealer.



Re-arrangeable
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Just look at you...

Here you are expressing your baking art. Here you are demonstrating your thoughtfulness for your family. Here you are bringing in a cake just as luscious, just as eye filling, just as joyous as the one you see here.

And here you are without a single curl out of place, because you baked your cake with one of the new Pillsbury Cake Mixes—white or chocolate fudge. (You merely had to add the milk.) Just look at you. Just look.



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Pillsbury CAKE MIXES

WHITE AND CHOCOLATE FUDGE

Just add milk—



Milk is *all* you add—no eggs, flavoring, or extras of any kind required. These are *complete* mixes.



HITTING TURN at Cumberland, horse's front legs go one way, his hind legs another. His twisted body strains toward the rail, a vital factor in winning on the small tracks.

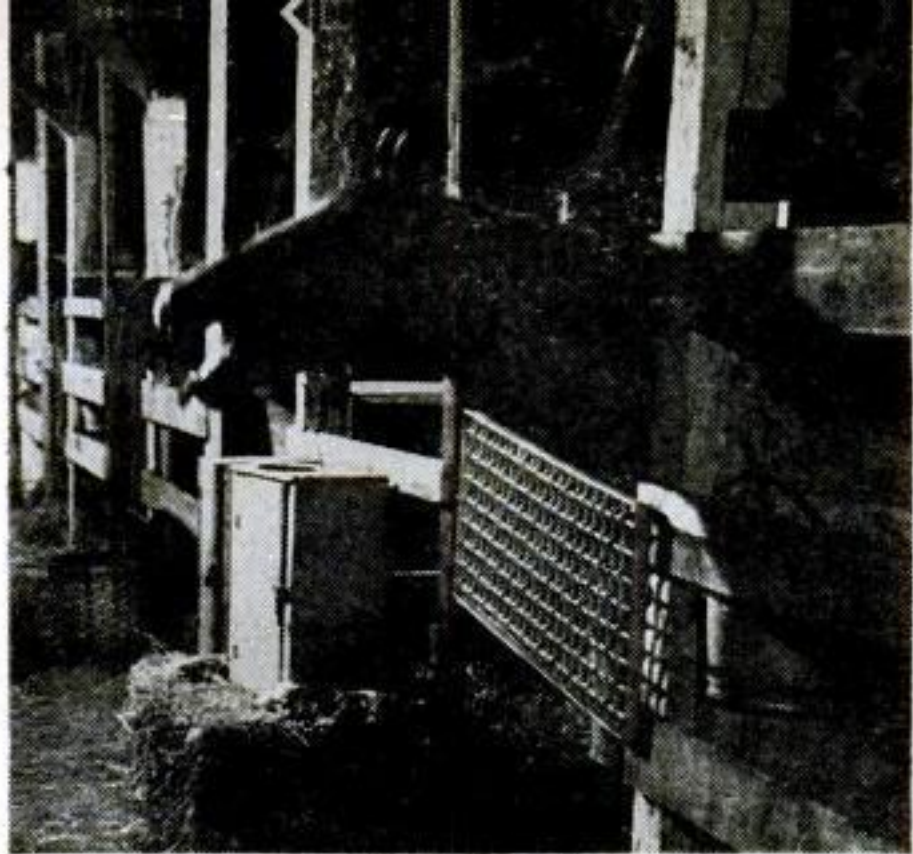
THE GYP CIRCUIT

HORSES AND HUMANS MUST CUT CORNERS TO SURVIVE AT HALF-MILE TRACKS

In the bush leagues of horse racing—the nation's half-mile tracks—there is a lack of lofty chitchat about improving the breed. The horses, while thoroughbreds, fall mainly into two categories—"has-beens" and "never-will-bes"—and nothing much can be done about improving them. From the Pacific slope to Maryland, mostly at county fairs, they cavort around tiny ovals known as "bull rings," which are distinguished by an air of cozy intimacy and the fact that people can view an entire race without the aid of binoculars. The wonder is that more horses do not fall, scooting around hairpin turns like the one pictured above, their jockeys squealing for racing room and using near half nelsons to strong-arm their steeds around the bends. Cutting corners

is a fine art for horses and jockeys and, in another sense, for the hard-bitten gang of irregulars who follow the circuit as owners and trainers.

They call themselves "gyps," a word with a double meaning: it is short for gypsy and for a continuous chiseling to make ends meet. There is a fascination in the struggle to win a purse to pay the feed bill. When a gyp is broke, which most of them are most of the time, it is usually shrugged off; there is always tomorrow. On these pages H. G. Walker's pictures show the horses and humans of the pithiest gyp circuit of all—the one that revolves around Hagerstown, Cumberland, Bel Air, Timonium and Marlboro in Maryland, with stops at Charles Town and Wheeling, W.Va.



HORSE YAWNS IN THE STABLE BEFORE DAWN

GYP CIRCUIT CONTINUED

ON A GYP TRACK THE DAY'S WORK BEGINS AT DAWN

In the misty hours between dawn and 8 a.m. the gyp track takes on the air of a barnyard, even to the crowing of cocks. There are the sounds of stomping hoofs and grunts from men who climb off their straw shakedown and rusty spring beds at 5 o'clock to rattle out feed tubs and muck a stall. Unlike the bigtime "hotel" trainers, who arrive in Cadillacs to supervise morning operations, the gyp does the work himself. With purses as low as \$800, compared with \$2,500 on big tracks, he has to—since cheap



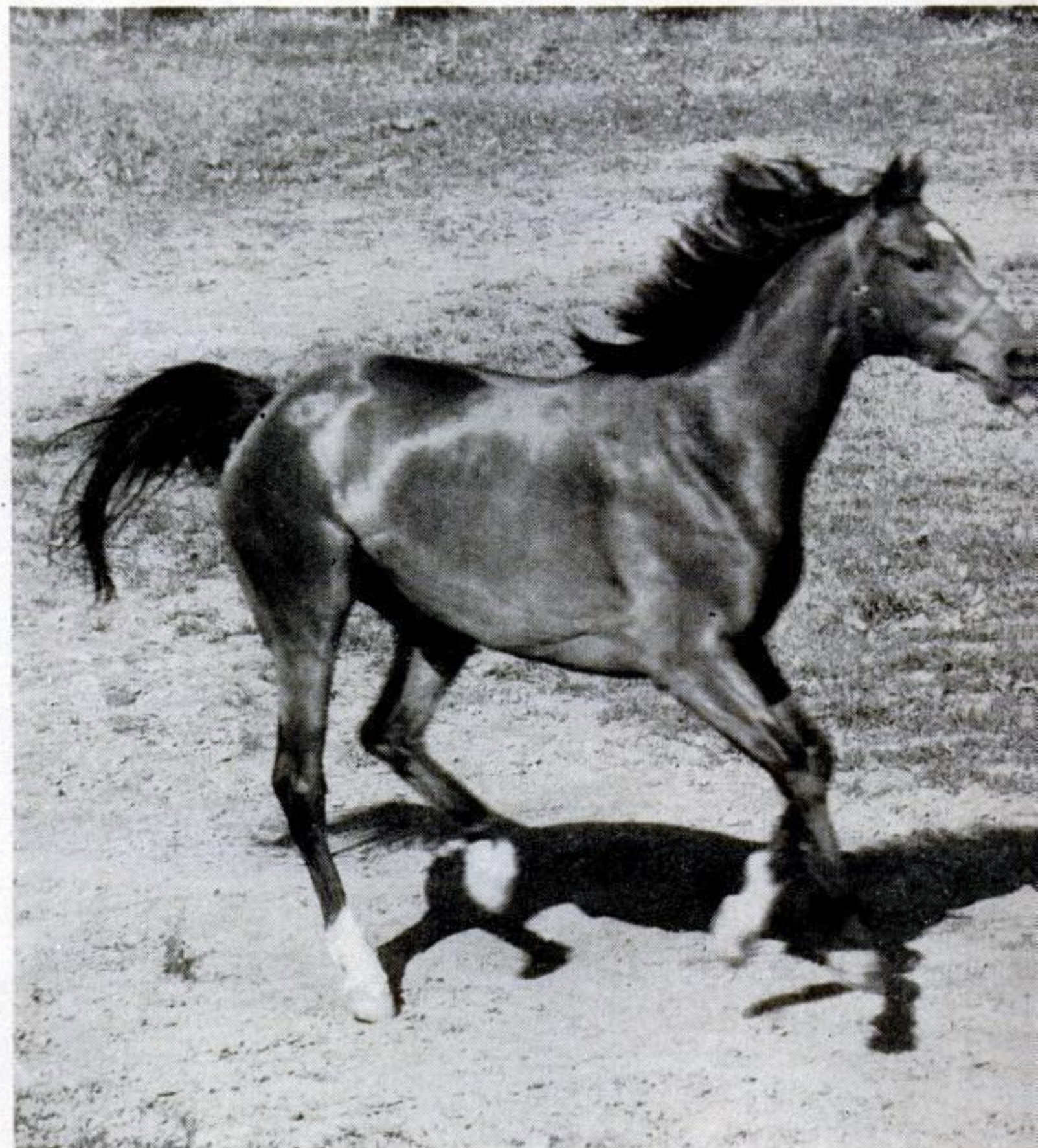
FIRING UP the boiler is one of the routine morning chores. It supplies the hot water for sponging off horses after workouts and for laundering horse bandages.



FIRING MARKS are scars left by hot iron, used to treat ailing front legs.



BOWED TENDONS take months to cure, always show telltale bandage.



CIRCLING on the end of a rope, a horse is given morning gallop by gyp owner, a device seldom used on the bigger, richer, more sophisticated tracks. Below:



horses eat at least as much as the good ones.

The gyp uses guile as well as elbow grease. By "roping" (below), he can give a horse a morning gallop without having to part with \$1 for an exercise boy. Some artful gyps have learned to "cool out" two or even three "hot" horses (bottom picture) at the same time. With rigid economy a horse can be carried for as little as \$5 a day—although some specimens in training on the circuit might not bring even that much at public auction. Some arrive at the paddock with

their ankles puffed up to the size of grapefruit and knots on their knees from the wear and tear of racing. Most half-mile horses show the marks of the firing iron (left, below). But bad-legged nags are the stock in trade of the half-mile horseman. He will run them as long as there is enough money to buy ice (novocain is taboo) to numb their sore legs and to pay the \$15 jockey's fee. And, in a pinch, he can always fall back on "the horseman's best friend"—Western Union—and send off an S O S to tap a friend for a loan.



ROOSTER CROWS A LUSTY POSTDAWN REVEILLE



Owner Sam Webb practices economy by "cooling out" three "hots" at once, easy enough to do if the horses do not get too frisky and run off in all directions.



LADY EXERCISE BOY, "Sis" Tammara, 21, gallops own horses each morning, then exercises six or eight more for other people at \$1 each to help pay expenses.



WIRE MUZZLE keeps horse from stuffing on loose hay just before race.



ICE BOOTS put on "gimpy" horse before a race help numb ailing legs.



MOUTHS OPEN, a pair of demonstrative grooms holler for their favorites on the center-field pavilion at Cumberland. The one nearer camera had a winner.



EARS PRICKED, Miss Prime, the fastest mare on the half-milers, pretends to ignore white mouse on her nose. Holding her is Owner-Trainer "Babe" Saportas.

GYP CIRCUIT CONTINUED



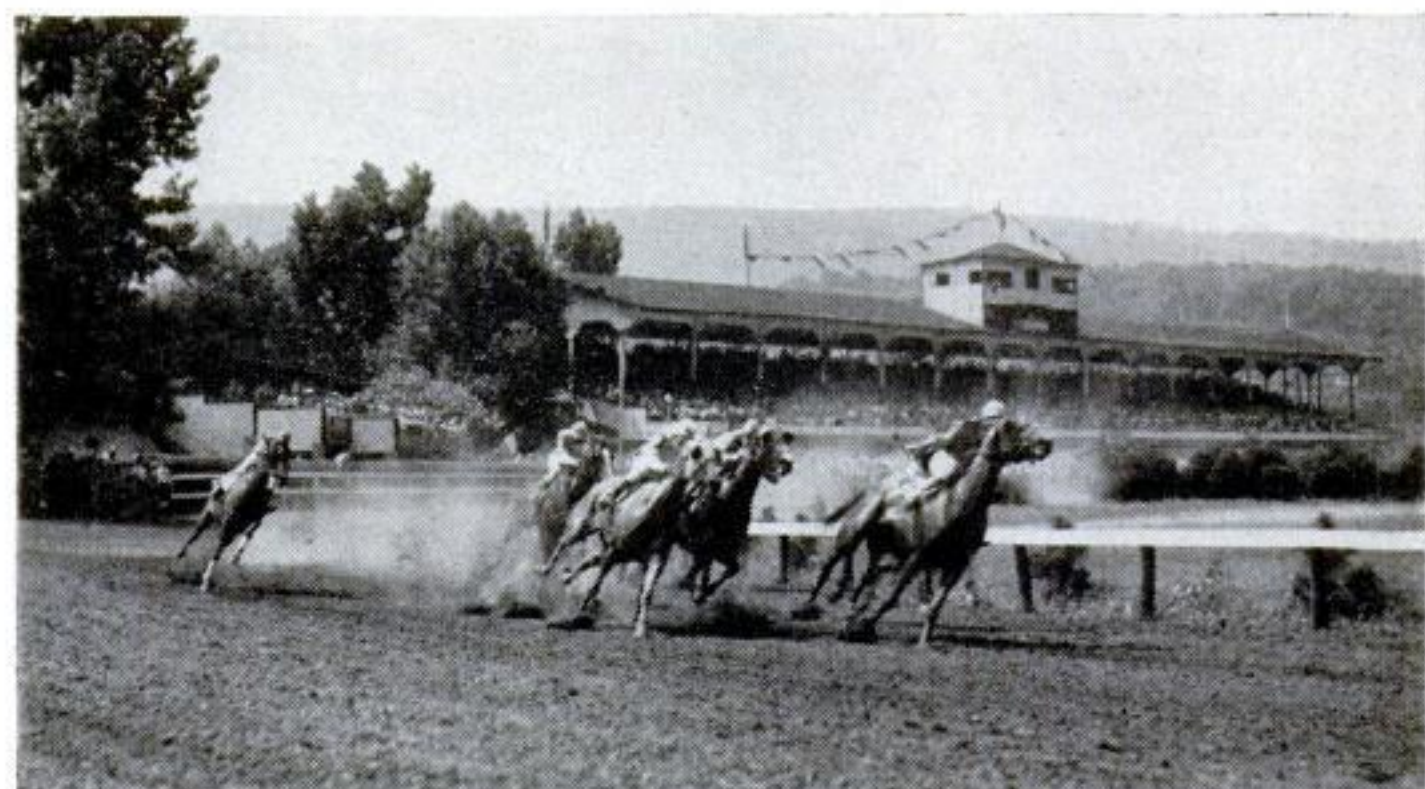
BABE AND TRAILER GUESTS ROLL OUT FOR EARLY CHORES

THE LADY GYPS INVADE A FORMER MALE DOMAIN

Since World War II, the number of horses on Maryland's gyp circuit has jumped from 400 to almost 1,000. Every move from track to track creates a stampede for stall space, with the lucky ones getting in and the overflow being forced to take up quarters in cow barns and sheds outside the track. Veteran gyps, who have plenty of trouble to gripe about, deplore the influx of Johnny-come-latelies, who they say are "lousing up the racket." Each morning there is a minor mob scene in the racing secretary's office, with as many as 150 horses being entered for a race in which only eight or 10 can start. And in what has always been a man's game, there is now some pretty rugged competition from lady gyps.

The queen of the circuit, a sort of modern-day Annie Oakley, is Mrs. G. A. Saportas Jr., who hails from Monkton, Md. For three years in a row "Babe" Saportas has been leading trainer on the half-milers and is threatening to do it again this year. Her horses ran wild at Hagerstown, winning 14 races in 10 days, and she tied as leading trainer at Cumberland with four wins. The ace of her 20-horse stable is a 6-year-old mare named Miss Prime (*left*), the Citation of the bush leagues.

Babe's permanent headquarters is a 200-acre horse farm near Monkton. But on the road she lives in a trailer she parks outside her barn. Sharing it are two nieces, four white mice and another lady gyp, Sis Tammaro. Though the giggles that sometimes float out from Babe's trailer make it sound like a sorority house on wheels, Babe can switch from coy femininity to hard-bitten toughness whenever she has a mind to. One day at Cumberland, when she was late for saddling a horse in the paddock, an irate judge demanded to know where she had been. "To the little girls' room," answered Babe coyly. "It will cost you a \$50 fine," said the judge, whereupon Babe looked him square in the eye and said, "Okay, it was worth it."



THE RACE, like this one above at sunny Cumberland, is the big thing. Despite hazards of half-mile racing, horses run no more off form than those on big tracks.



ATTENTIVE KIBITZER at a midnight poker session in the stables is the 8-year-old gelding Pendragon. The next day, after being kept awake until almost

2 a.m. by card players, favored Pendragon could do no better than finish second. Most horses cat nap during the day, can sleep either standing up or lying down.



OLD STONEFACE Sammy Palumbo (left), the king of the "bull ring" jockeys, gives advice to ex-steeplechase rider, Willie Hunt. At 41, Palumbo's cunning and experience still give him a big advantage over rival half-mile jocks. "By knowing horses and saving ground," says Sammy, "you can steal a lot of races around here."



YOUNG TRAINER Sis Tammaro takes a hitch on saddle girth before sending horse to post. She chose a race track career despite vigorous objections from her father and grandfather, both horsemen, and her brother, a jockey. Sis owns three horses, gets \$7 a day each for training two others, has won three races this summer.

GYP CIRCUIT CONTINUED

THESE GYPS AND JOCKS MAKE THE CIRCUIT SPIN



ANCIENT Frank Frisbie, 87, most venerable gyp around, once trained in Russia for czar's nephew, won 1909 Preakness at Pimlico with Effendi.



FORLORN Roy Graybill, 63, owns one 4-year-old nag that has never won a race and both feel pretty discouraged. "I'll take \$300 for her," he says.



BABY-FACED Doyle Gardner, 19, apprentice jockey, won his first race at Cumberland last month and had his first spill at Charles Town last week.



NATTY Bob Duffy, the best-dressed gyp, is ex-polo pony man. During winter he holds job as starter at Mexico City's plush Hipodromo race track.



HAPPY Huppy Davis, a trainer, is the friend of anyone who listens to his tips on races, how to "rope" horses. Both kinds of tips are pretty reliable.



SHREWD Lou Crist, a past master with bad-legged nags, has been winning races this season with two horses, both of them as sound as brass bells.



JUVENILE GYP, 5-year-old Lucy Webb, peeks between the legs of Day After, a 9-year-old bay mare owned by her father. The story of how she nursed the ailing horse back to health after veterinarians had given up hope has been told and retold around the barns. It goes like this: Day After had what everybody thought

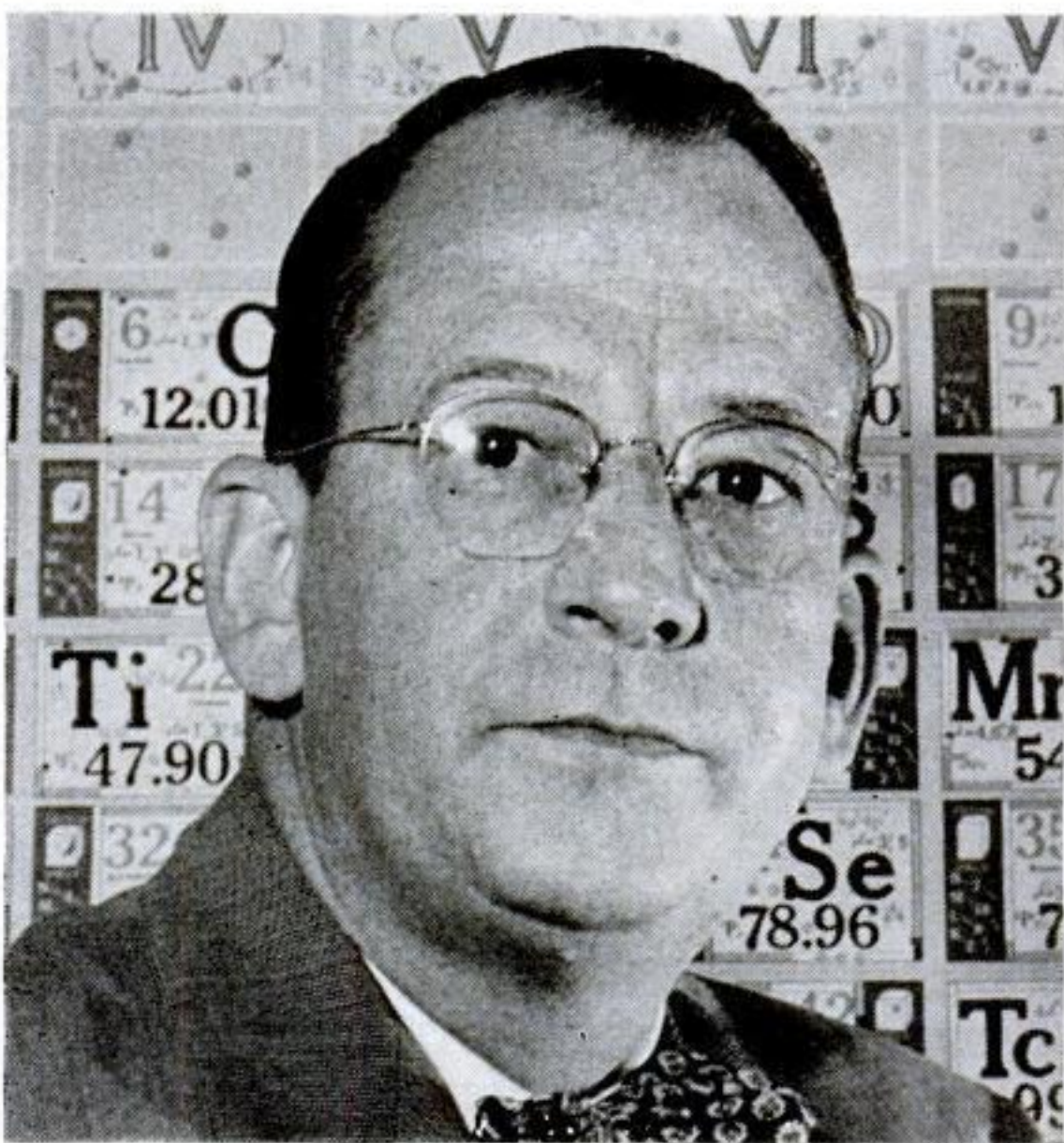
was a broken bone in her left front ankle; Lucy kept rubbing the sore ankle with alcohol as she had seen her father do; the ankle got better and Day After eventually won five races and \$4,170. Lucy plays with horses the way most other little girls play with dolls, scolding them, mothering them and confiding in them.



DAVID LILIENTHAL



SUMNER PIKE



GORDON DEAN



LEWIS STRAUSS

AEC: FOUR MEN AND A CONTROVERSY

Last week Harry Truman got his reappointment of Atomic Energy Commissioner Sumner Pike, former AEC acting chairman, confirmed by the Senate only after promising he would name another man chairman. The Senate squabbling, however, was less a political wrangle than a symptom of a deeper controversy that has been churning the AEC for more than a year. That controversy has turned on the opinions of four key men:

DAVID LILIENTHAL, before his resignation on Feb. 15, 1950 as AEC's first chairman, was broadly on the side of less secrecy. On the major question of the H-bomb he was reported as opposing it. He said, though, that as chairman he was prevented from stating his view by security. Since his resignation he has been outspokenly in favor of giving to private enterprise those secrets necessary for peacetime use of the atom—so that American "pioneering gumption" could speed the program now under government control.

SUMNER PIKE has stood with Lilienthal for less secrecy. In August 1948, while Pike was acting chairman, one Dr. Cyril Smith went to Britain to confer on common atomic energy problems. Among the subjects he was authorized to discuss was a highly secret

phase concerning atomic weapons. Only the quick intervention of another commission member countermanded this authorization in time. Pike was accused of delaying on the H-bomb. His answer: "We did not have the dope before us" as to returns for the expense; when that information was available he was for the H-bomb. These opinions made some senators oppose his confirmation for the commission until Harry Truman told the Senate Atomic Energy Committee's Brien McMahon that he would not make Pike chairman.

GORDON DEAN was the man Truman picked for chairman. Already a commissioner, he is a former lawyer (and onetime McMahon partner) who has been in public service 13 years. He is for tighter security, stricter scrutiny of doubtful cases among atomic energy personnel. He stands for more information to private industries on peacetime uses but with more caution than Lilienthal advocates.

LEWIS STRAUSS, "great dissenter" of AEC, has seen many of his dissents become U.S. policy. He was the member who prevented the leak of weapons information in Britain. And he, first among the commissioners, advocated developing the H-bomb without delay.

SOME A-BOMB FALLACIES ARE EXPOSED

AEC's "dissenter" examines arguments over secrecy, hydrogen bomb and "give it to private firms" theory

by LEWIS L. STRAUSS

ON the inside of the doors of several committee rooms in the nation's capitol are small, neatly lettered signs. They read, "PLEASE LEAVE QUIETLY."

This advice has always appealed to me as especially sound for retiring government officials. I followed it upon my recent retirement from the Atomic Energy Commission. Since then, however, I have been surprised and concerned at the amount of misinformation that I encounter. This observation has persuaded me to interrupt briefly the quiet of my departure in an effort to dispel some of the fog of contradiction and confusion that has settled over the subject of atomic energy—at least to make a statement of my position. Essentially my position is that we must be strong if we expect to preserve our way of life.

It was well established in a long series of congressional hearings that there has not always been complete agreement among the original members of the Atomic Energy Commission on the course we should follow. It was disclosed in these hearings that many decisions were taken by a vote of 4 to 1 and that I was that one. By time-honored principles of American procedure, I was in these circumstances officially wrong; my distinguished colleagues were officially right and, for my part, the nation's atomic energy program has progressed satisfactorily in the main. But the minority is still respectable in the U.S., even if its only function is to keep the majority thinking. In any event the report of the Joint Congressional Committee on Atomic Energy last fall stated: "The fact that one Commissioner has demonstrated the courage and independence to dissent upon occasion lends added validity to the decisions in which he concurred. . . . The existence of invariable unanimity would create doubt as to whether the five-man directorate were functioning as Congress intended. . . ."

The Atomic Energy Commission, of which I was one of the five original members, first convened in November 1946. When the commission started work there was a fairly widespread belief that the negotiations, initiated in the U.N. by that unprecedented gesture called the Baruch Plan, would bear fruit. We were continuing to make atomic weapons, but we looked hopefully ahead to a time, apparently not far distant, when the benign

STRAUSS HAS HAD BUSY CAREER

Few men have crammed as much into 54 years as Lewis Lichtenstein Strauss (pronounced Straws). Brought up in Richmond, Va., he skipped college yet in 1917, at 21, was secretary to Food Administrator Herbert Hoover. Joining the New York investment firm of Kuhn, Loeb & Co., he was a partner at 33. In World War II he went into the Navy as a lieutenant commander, contributed so much (originating the "E" award, developing weapons) that he was a rear admiral by war's end. Since his resignation from AEC, he has been named financial adviser to the Rockefeller brothers' project for investing in new industries.

purposes of the Act might become our primary concern. By early 1947, however, hope for the Baruch Plan began to grow dim in the shadow of Russia's deceptive counter-proposals. Of course we did not know then that long since we had been the victims of espionage of a particularly penetrating character. We thought that we were generously offering unique scientific and industrial know-how which we had acquired at the cost of some \$2 billion. Our plan did offer the incentive of peace of mind for the world, but evidently that was not a sufficient inducement to the Soviets.

As a result of these years of disappointment we had to put the major emphasis upon preparing ourselves against a contingency which we pray may never arise—atomic attack. We had to concentrate on weapons and to increase the rate of their production. We had to improve (if that word can be used in such a context) the lethal effectiveness of these weapons.

Fallacy No. 1: the "golden age"

DESPITE all this, the benign by-products of the program prospered. The business of making weapons and the peaceful processes of atomic energy branch apart only near the end of the road. Among other things, this meant that pathologists, surgeons, radiologists, chemists, botanists, metallurgists and a host of other professionals were handed a new set of tools, more revolutionary than the microscope.

As the peacetime program prospered, however, a number of misconceptions grew up, due mainly to the understandable over-enthusiasm of many people. Unfortunately

a few of these misconceptions still persist. Left unchecked, they might cripple and ultimately paralyze our whole atomic program.

One early and rather common fallacy was the assumption that atomic energy would quickly supplant all other sources of power and that the realization of a golden age was almost at hand. But the optimism has proved unfounded. The people who are actually trying to do something about atomic power merely shrug their shoulders when asked how soon and how useful it will be. Some of their diffidence will soon be resolved by performance. A power plant for submarine propulsion is now actually

under development. But at present no serious-minded engineer sees an early likelihood of atomic power as an economic competitor with water at the falls, petroleum at the derrick or coal at the tippie. The best that can be said at the moment is that it *might* be economically indicated for areas deprived of the usual neighboring sources of power.

Another fallacy which has persisted from the early days represents atomic energy as a modern version of the Fountain of Youth, providing a specific for every human ill. This understandable hope, again due to initial overenthusiasm, was sparked by the early discovery that the thyroid gland gathers iodine from the bloodstream and that consequently some cases of thyroid cancer and other thyroid abnormalities may be subdued by dosages of radioactive iodine. If only other parts of the body were similarly selective, it would be a very wonderful and convenient thing. For example, if one could find a radioactive substance which was collected by the liver, then it might be used to destroy cancerous tissue there without traveling to other parts of the body and thereby injuring normal tissues and organs.

Unfortunately this has proved to be nothing more than a hope. In five years only a few instances of such selectivity have been uncovered. Perhaps at some time in the future we will be able to deal with other than thyroid cases, but the progress to that goal will be long and arduous. Atomic energy is no panacea for all the troubles in the human body, even though the click of the Geiger counter can now signal what is taking place inside the cell itself. This knowledge will certainly lengthen the span of man's life, but no cure-all for his afflictions is in the offing.

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ORIGINAL COMMISSION included (from left) Pike, Chairman Lilienthal, William Waymack, Strauss and Robert Bacher. Pike is only one still serving.

A-BOMB FALLACIES CONTINUED

Of comparatively recent origin is one of the most confusing of all fallacies about our atomic energy program. This fallacy takes the form of proposing "to turn the program over to private enterprise." The proponents of this idea say that the Atomic Energy Act, which created a federal monopoly, ought to be amended to allow private industry to operate in that field. The plausible virtue of this thesis (its adherents argue) is that so much more gets done, more quickly and more cheaply, under a system of freewheeling, competitive enterprise than under the stifling hand of government. Naturally this argument has considerable appeal to all of us—in sound if not in substance. For, in the case of atomic energy, it is without substance. The fact is that the government does not operate a single atomic installation: every one of them is managed by some American private enterprise, big or little. And the monopoly lies mainly in the fact that the chief end product is a deadly weapon and the U.S. Armed Forces are the sole customers for that product.

Were this a true issue, I should find myself caught in a paradox since I am a businessman profoundly convinced of the superior efficacy of private (vs. public) enterprise. But the proposals for releasing the atomic program to free enterprise are thus far rather vague generalizations, and we can quickly canvass the only possible courses of concrete action implied by these proposals. The possibilities are four:

1. That industry be supplied enough data and fissionable material to make atomic bombs competitively.
2. That industry engage competitively in certain steps of that process.
3. That industry be supplied enough data and enough fissionable material for a competitive power program.
4. That industry be given enough data to use radioactive isotopes in research and thereby discover new uses for them.

Let us consider these possibilities.

1. THAT INDUSTRY MAKE BOMBS—Actually industry does make our bombs, though not competitively. A second group of concerns, wishing to engage in competition, would need a budget of billions, a truly prohibitive figure, to duplicate existing facilities. And the security problem would be enormously multiplied if the manufacture of atomic weapons were to be thrown open to general competition.

2. THAT INDUSTRY COMPETE IN PARTS OF THE PROCESS—For this to be feasible in terms of industrial budgets it would have to take place at such early stages as mining uranium or manufacturing uranium metal. And under present world conditions it would have to be regimented to a degree completely out of keeping with competitive enterprise. Strict control would be necessary also because our uranium supply has to be husbanded. This is just where we are today.

3. THAT INDUSTRY COMPETE IN A POWER PROGRAM—Current estimates of the cost of a power pile run from \$25 million to \$50 million. No American business, unless subsidized in some way, is today likely to invest in such an experimental facility the necessary scores of millions of its stockholders' capital. If it is subsidized, then we are right back where we started. The AEC itself is building a new pile at Brookhaven, L.I. It is far simpler than a power pile. Yet it is

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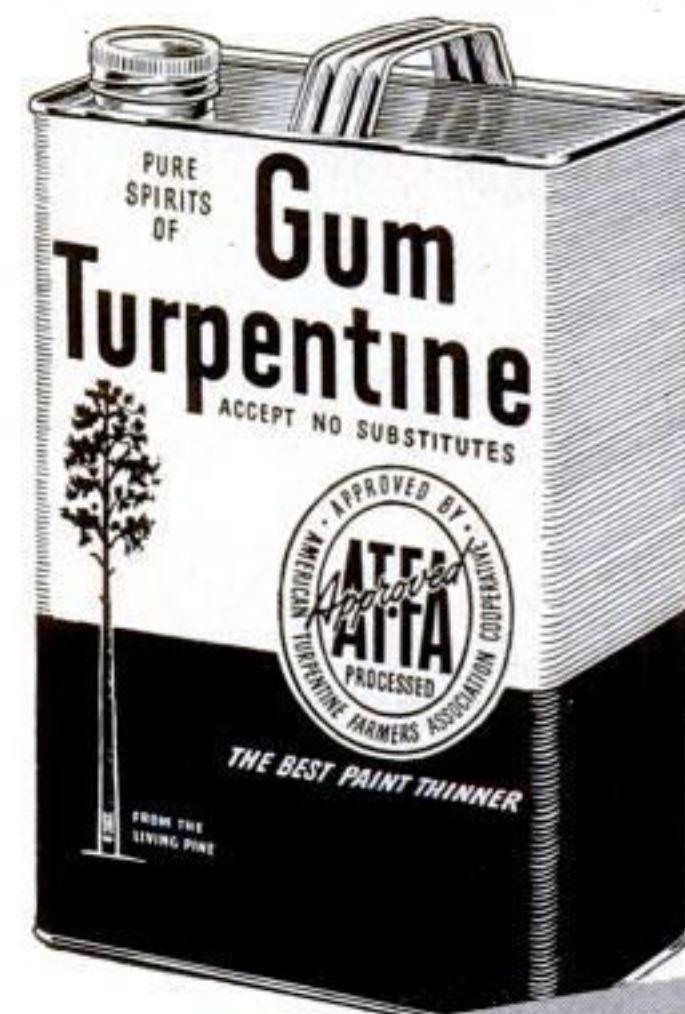
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PRESENT COMMISSIONERS besides Pike and Dean are Thomas Murray (left) and Henry Smyth (right). Murray, a wealthy New York engineer, is newest appointee. Smyth, author of Smyth Report, is the scientist member.



A-BOMB FALLACIES CONTINUED

now a year behind schedule and is costing millions more than originally anticipated. Moreover there is not enough of the scarce uranium in sight to permit anyone and everyone to set up an atomic facility and obtain a critical amount of uranium to run it. This nation has to keep a fast-paced atomic program going. Only a governmental budget can face the risks which that involves.

Atomic installations are furthermore attended by health hazards of uniquely troublesome nature. The location of atomic energy installations where large industry is now located—in densely populated areas—must await much more experimental work on protection of personnel and on the understanding and prevention of radiation damage from wastes, stack gases, etc. Progress is being made on this aspect, but much remains to be done.

4. **THAT INDUSTRY, LEARN TO USE ISOTOPES**—The techniques for using isotopes are already being taught interested people in industry and other fields at the laboratories of the commission. The isotope field is about as free to competitive industry as anything in the U.S. All that is required is that the user be able to handle the items without danger to human life and health.

All these fallacies, however, are not to my mind the gravest which threaten either the atomic energy program or the life of the nation. The most menacing misunderstandings concern a) security of information, and b) whether we can have atomic disarmament by gentlemen's agreement.

These issues began to take form very early in the atomic age. More recently were added to these misunderstandings the considerations involved in the decision to make or not to make the thermonuclear weapon—the H-bomb.

One of the earliest problems has been to draw the line between reasonable secrecy which is necessary and secrecy which is unreasonable and unnecessary. Some proponents of the position that the atomic energy program is bogged down because of foolish and unreasonable secrecy go so far as to advocate that the number of atomic weapons in our national stock pile and the rate at which they are being produced should be revealed in order that the public may make wise decisions as to future policy. Other men, equally sincere, would so tighten atomic security that, to be logical, a part of the ordinary physics courses would have to be dropped from the curricula of the public schools. During the early phases of atomic development one literal-minded security official precipitated a minor crisis by demanding that the periodic table of elements be classified. Astonished scientists finally talked him out of it by explaining that the table hung in nearly every high school in the country and was of Russian origin besides.

How many rounds in the lockers?

THE heart of this matter is simply that the U.S. does not ordinarily disclose its military potential even in weapons of quite orthodox types. It has not done so historically, and we would be shortsighted to do so in the present state of world affairs. No other country publicly catalogs the weapons in its arsenals. In a shooting war it would be a short-lived commander who announced how many rounds he had in his lockers.

Let us assume that other counsel prevailed, and that it was accordingly disclosed that we had a certain number of atomic weapons and were making them at the rate of a certain number per unit

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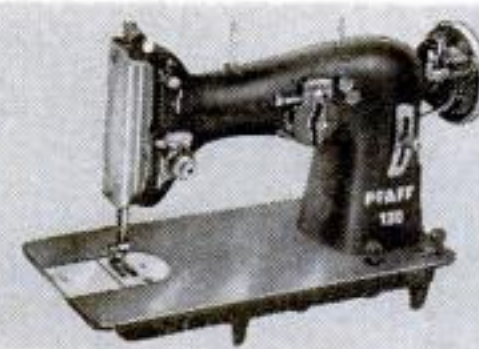


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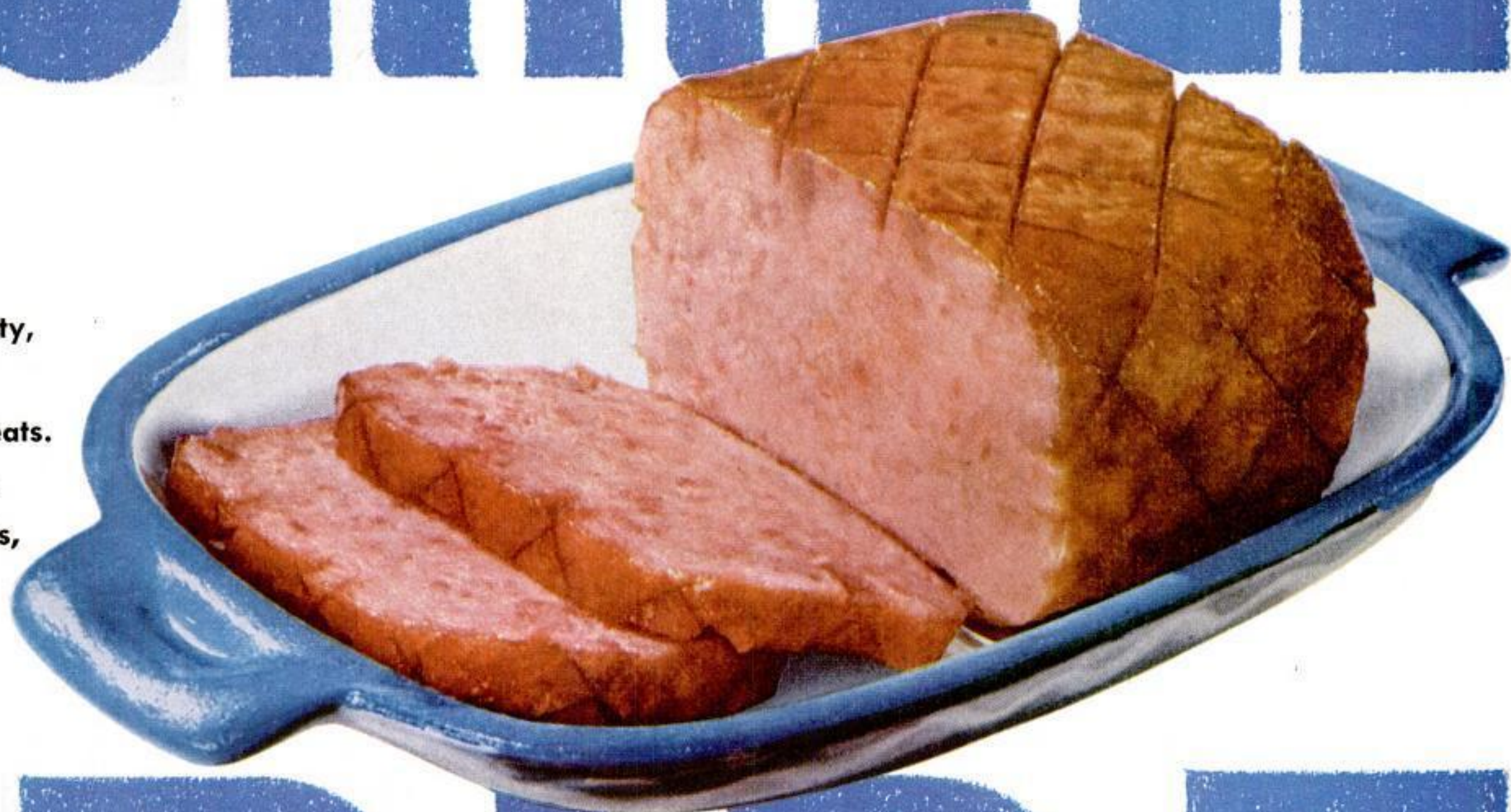
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A-BOMB FALLACIES CONTINUED

of time. That information could not possibly help even the most diligent student of public affairs to conclude that we had just enough weapons or too few or too many. To reach any such reasoned conclusion it would be necessary to know also what use (strategic or tactical) was planned for such weapons, the number and size of the targets, what calculated proportion of weapons would be lost operationally—in other words, the detailed war plans of the U.S. We may well ask: how would this be of benefit to anyone except rival military establishments?

The truth is that the largest—and all possible—areas of atomic energy information are completely open and public. The five-year-old Smyth Report tells more about the use of "atomic energy for military purposes" than is known today by more than one person in a thousand. These areas of public knowledge are being expanded constantly by AEC releases, and secrecy is maintained today solely in defined areas vital to the national defense.

It is an unhappy fact that these misconceptions about secrecy can never be demolished entirely. The man in the street is naturally beguiled by the allegation that something which he has a right to know is being arbitrarily withheld from him. Today he generally believes that the policies of secrecy and security either originated with the commission or were inherited from the military establishment. The fact is that secrecy in the field of nuclear fission was wisely initiated by scientists themselves as early as 1939. Recognizing the existence of a state of cold war with Fascism, they set up a committee under the National Research Council to control publication in all fields of research of possible military significance and, specifically, the military application of atomic energy. It was indeed an abridgment of the cherished freedom of interchange of scientific information but was spontaneously instituted by scientists themselves in the interest of the long-range protection of that very freedom. Today those who recognize a state of cold war with Communism seek to maintain the same policy that was sound during the cold war with Fascism. Those who see it otherwise may be able to draw some fine metaphysical distinction between militant dictatorships of the Right and those of the Left. I cannot. One of the distinguished scientists of our day once insisted to me that "distrust among nations is the result of secrecy in research." I submit it is the other way around.

Are the scientists quitting?

OUT of this fallacy concerning the origin, purpose and extent of security has come still another: that large numbers of scientists have deserted the atomic energy program and will not work for national defense in this area. It is true that after the war a number of outstanding men who had worked at Los Alamos and other installations went back to their classrooms and laboratories. I would note that a contemporary exodus of business leaders from government agencies likewise occurred. Both groups simply went back to their accustomed duties. The top personalities in science who returned to their former pursuits resumed the vitally important task of training the new crop of young scientists, now badly needed because of the hiatus in undergraduate education during the war. But still larger numbers than those who left—and mainly younger men—remained at Los Alamos, Oak Ridge and other installations. It is not unlikely that the new developments which will keep us ahead of our competition will come from younger men. Creative years in physics are said to be the early ones. However, the senior scientists still visit the atomic energy installations and contribute invaluable inspiration and assistance. It is unfair to the individuals concerned and, moreover, untrue to believe that the best scientific talent has been driven out of this field of work for the government.

In this same connection it is also widely believed that all leading scientists are unwilling to assist in the development of the H-bomb. It is true that several scientists have voiced their opposition to this weapon. Others, certainly no less prominent, have made statements in support of the President's decision. From contacts on both sides of the question I believe that the great majority are content that the choice made by the President, while not a pleasant choice, was the only prudent one.

I have already noted that, in the split votes in the AEC during the last three and a half years, the dissenter very often was I. I should explain that the great majority of the actions of the commission were taken unanimously. Besides dissents which centered on differences in interpretation of the Atomic Energy Act, including the question of exporting radioactive isotopes to foreign nations (which I approved for medical use but opposed for general and military research), the greatest issue of division was whether or not to proceed with the hydrogen bomb, as for some time I had strongly urged we do.

CONTINUED ON NEXT PAGE

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... feel good
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The man who looks good on the job gets ahead faster. You feel dressed right for work in Dickie's matched shirts and pants... because Dickie's are Wear-N-Forced and Fit-Perfected. Only Dickie's give you so many features for good appearance, comfort and service... such as Fit-Perfected shirts, Sanforized pockets and waistband linings, Wear-N-Forced seams, and Easy-Alter Outlet. In Army Tan, Silver Gray, Gray Green, and Forest Green colors.

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Even so, please remember that more than 20,000,000 housewives are depending upon these parties this year to keep themselves supplied with STANLEY'S QUALITY PLUS Products.

WE ARE constantly receiving letters from women asking how they can be a hostess at a STANLEY Hostess Party, or how they can attend one of these Parties to shop in comfort for STANLEY'S QUALITY PLUS Personal and Household Products. To these and the 20,000,000 other women who depend upon these parties for STANLEY service, we are addressing this message.

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To such ambitious and hard-working men and women, STANLEY offers exceptional opportunity for an independent, permanent and highly profitable career as a respected merchant in his, or her community. A man or woman who can qualify may work full time, or adjust the work to time available—may work individually, or as husband-and-wife teams. No previous selling experience is necessary, no capital.

If you know of any such man or woman in a "dead end" job, or with time free to add materially to his or her income, you will be doing a service to yourself, to us and to the man or woman in question if you will write his or her name on the coupon below and mail it to us today. Your cooperation will be very deeply appreciated.

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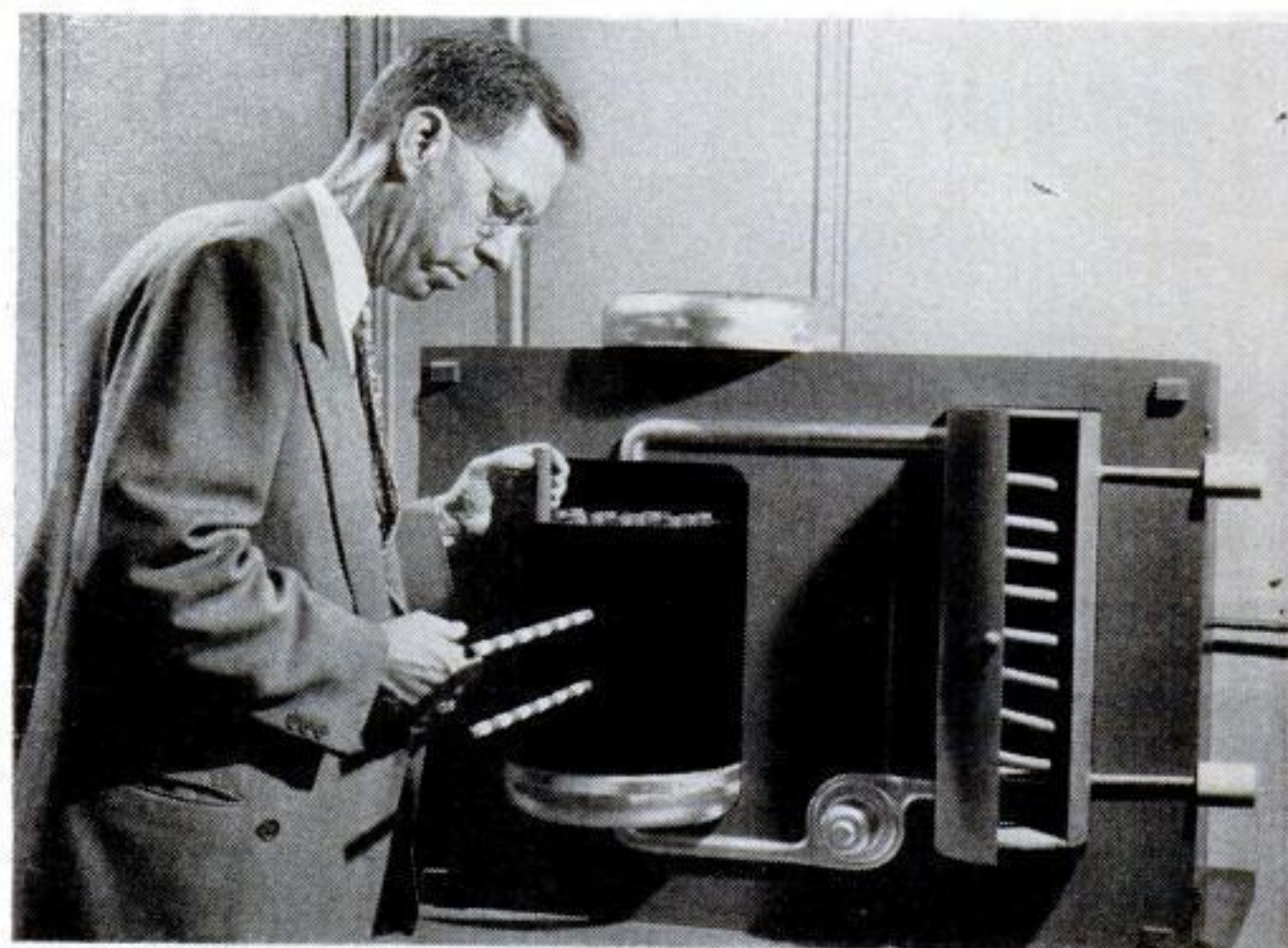
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ATOMIC POWER for peacetime will come from nuclear reactors like this model. Atomic pile at left heats fluid which is then piped to a steam turbine (not shown). Development of atomic fuel, says Strauss, has made some concrete advances, but U.S. is not as near the "golden age" as many people think.

A-BOMB FALLACIES CONTINUED

With regard to the H-bomb, I felt that there were four clear points. First, we could not expect that the Soviets would be dissuaded from manufacture and possession of such a weapon by moral considerations. Second, their success in producing an atomic explosion warranted the assumption that the H-bomb, if physically feasible, was within their technical competence. Third, we could not afford to choose to be less well equipped militarily than any other country. Fourth, by merely making more A-bombs, we could not with any assurance maintain the relative lead which we had formerly enjoyed while diplomatic attempts were still being made to control atomic energy.

This last point seemed to me critical. Merely to rely upon maintaining arithmetical advantage in A-bombs made no more sense than a father addressing two children aged 10 and 5, who instructs the elder *always* to stay twice as old as his younger brother. It would be equally frivolous for the U.S. to restrict itself to an armament race in which its relative advantage would inevitably shrink.

This debate over the hydrogen bomb has produced a whole series of Buck Rogers fallacies. For example, I read in a Washington newspaper one morning that one of my acquaintances had made the staggering calculation that "the hydrogen bomb would blow a chunk the size of the moon out of the earth." I happened to meet him later and took the opportunity to ask him whether he had said it. Somewhat embarrassed, he affirmed that he had and that he regretted it as a bit of exuberance.

Another expert has announced his calculation that the H-bomb could pollute the atmosphere to the point where life could not exist. This is most unlikely unless we are discussing an organized effort to commit race suicide. Used for military purposes, atomic bombs would not produce such a result until tens of thousands had been exploded. Even if it were possible deliberately to construct a hydrogen bomb, or bombs, so that the earth's atmosphere could be saturated with lethal radioactivity, the experiment would be just as fatal to the experimenters as to their intended victims.

The truth is that such peril as exists is essentially nothing new. Man for years has had the capacity to exterminate himself—and by easier methods.

As I have said, the most dangerous fallacy of all is the belief that it is possible to come to terms with foes of democracy and to disarm ourselves on the basis of some kind of gentlemen's agreement and a mutual respect for solemn covenants. A starry-eyed



ATOMIC MEDICINE has had most success in use of the radioactive isotopes, shipped to hospitals in lead containers like this.

CONTINUED ON PAGE 90



"Why My Women Friends Say
They Wouldn't Miss
a Stanley Party For Anything..."



Your STANLEY Dealer Supplies You With
 This "Aristocrat Of The STANLEY Line"
STANLEY FURNITURE CREAM



One of the most popular of the many products brought you by STANLEY'S famous Hostess Party shopping plan is this QUALITY PLUS Furniture Cream—enthusiastically preferred by millions of women because

1. It's unrivaled in the superior way it cleans, polishes, preserves, protects the surfaces of your beautiful furniture.
2. It's so easy and pleasant to use, a creamy furniture cream, wintergreen-scented. Not sticky, it dries quickly, requires little polishing to produce a lustrous finish.
3. It saves time and work. Cleans off old fingerprints, protects against new ones. Removes grease spots, soot and dust films. Covers up minor scratches. Has high resistance to water, other liquids.
4. It gives your choice furniture that "like new" look. Brings out the beautiful grain of walnut, mahogany, dark woods. You can use it successfully, too, on high grade bleached or blond furniture.

****To learn how you can be a Stanley Party Hostess . . . or for any information about Stanley . . . write or phone your Stanley Dealer, your nearest Stanley Home Products, Inc., Branch Office, or Stanley's Home Office in Westfield, Mass.**

"WHEN I ENTERTAIN friends and neighbors in my home, they particularly enjoy having me invite in my STANLEY Dealer. My Dealer always sees that everyone has fun. For instance, my Dealer gives each person present an interesting prize! And for being a STANLEY Party Hostess my Dealer rewards me with valuable STANLEY Hostess Dividend Gifts. Such welcome STANLEY Hostess Gifts as precious silverware, cutlery sets, steak knife sets, the famous Brown Beauty Set of Split-Duster and Dry Mop. But fun and prizes aren't why my friends say they wouldn't miss my STANLEY Parties for anything. Here's the real reason:

"Such a Comfortable and Sociable Way to Shop for So Many Indispensable Products" **

"My friends and neighbors know, as do millions of housewives, about the superior worth of STANLEY QUALITY PLUS Products. Products for better personal grooming! Products that save time and work while improving the cleanliness and beauty of every room in the home! They know that at sociable parties like mine they can shop in "living-room" comfort for these QUALITY PLUS Products. This is the real reason why my STANLEY Parties are so popular. Why don't you be a STANLEY Hostess, too?"



Originators of the Famous Stanley Hostess Party Plan

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WESTFIELD, MASS.

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extension of this notion goes so far as to presume that if we unilaterally renounce atomic weapons, then the enemies of democracy will somehow be compelled by moral suasion not to manufacture atomic weapons for use against us. This is the same worn theory of disarmament-by-example which cost us a good-sized fleet 28 years ago and lengthened the last war.

It is fortunate that this fallacy is not too widely entertained. But it is unfortunate that its complete rejection is difficult, because those who do believe in it are deeply committed emotionally to what they feel is a moral justification for unilateral disarmament that transcends reason and cancels common prudence. I have learned, in conversations with those who oppose the hydrogen bomb on moral grounds, that many of them sincerely believe the Soviets can be deterred from making this terrible weapon by our own restraint.

No plan, in my opinion, which does not provide for international control and inspection of atomic enterprises the world over, and the effective lifting of all iron curtains, can be safely accepted by the people of the U.S. For no nation can be assumed to be governed by the moral standards to which we subscribe if it is a nation which has a record of treating solemn covenants as matters of temporary expediency and which, as a matter of public doctrine, ridicules religion and denies the existence of moral law.

My hope is, naturally, that our country may be blessed with the ability honorably to avoid future wars by constructive international policies and by firm, but just, action. If it cannot, I think our course must be fixed on three premises:

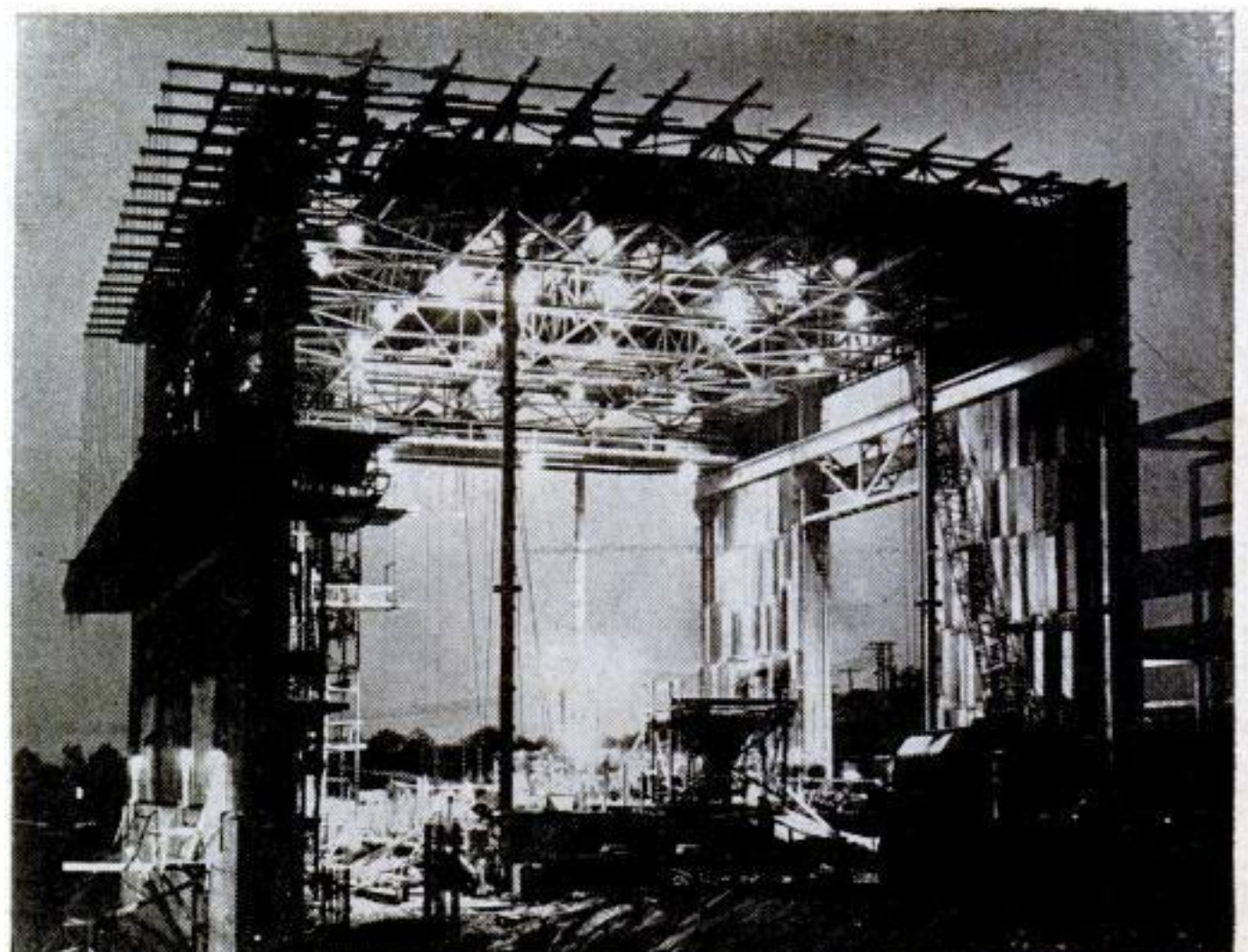
First, the destruction of civil populations is abhorrent whatever the means or weapons used—no matter how "orthodox." (Ordinary bombing raids on Tokyo are reported to have killed more non-combatants than the atomic bomb at Hiroshima.)

Second, our possession of weapons of great power does not compel their inevitable use. (We prepared for bacteriological warfare as a contingency in the last war but did not have to use it.)

Third, if our country is subjected to a new and more horrible Pearl Harbor with atomic bombs or hydrogen bombs, or our national existence seriously endangered by some other new and terrible form of warfare, then and under those circumstances we would be justified in using every weapon we possessed to insure the preservation of our freedom and our way of life.

Mankind, it seems to me, tends increasingly to blame its misfortunes—its suffering in war—on the developments of science. The sciences, and the weapons of science, are not the causes of wars. Planes, radar, proximity fuses, even explosives, do not start wars. Einstein's famous equation is no more responsible for the mass destruction of life than is Newton's law of gravitation from which we derive the scientific probability that bombs, released from aircraft over a populous city, will fall to a point of impact on that city.

The blame is not with science—nor with the fruits of science. The evil clearly is in the heart of man. It looks as though we will continue to fight and rend one another until we are restrained by a force set up among nations just as individual lawlessness is restrained by police force. Until that day we must—if we believe in our own moral position—accept the fact that there is neither solace nor sanctuary in surrender.



BROOKHAVEN is still a silhouetted skeleton where scientists are trying to build a pile. Already it has cost more than most private firms could afford.



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Color-Glint your hair
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Hair has more radiant color, more sparkling life, more lustre, and combs easier, when rinsed with Golden Glint after each shampoo ...it also hides or whitens gray.

For lovelier hair, try Golden Glint today. It comes in 11 glorifying shades, 1 colorless...is not a permanent tint or bleach.



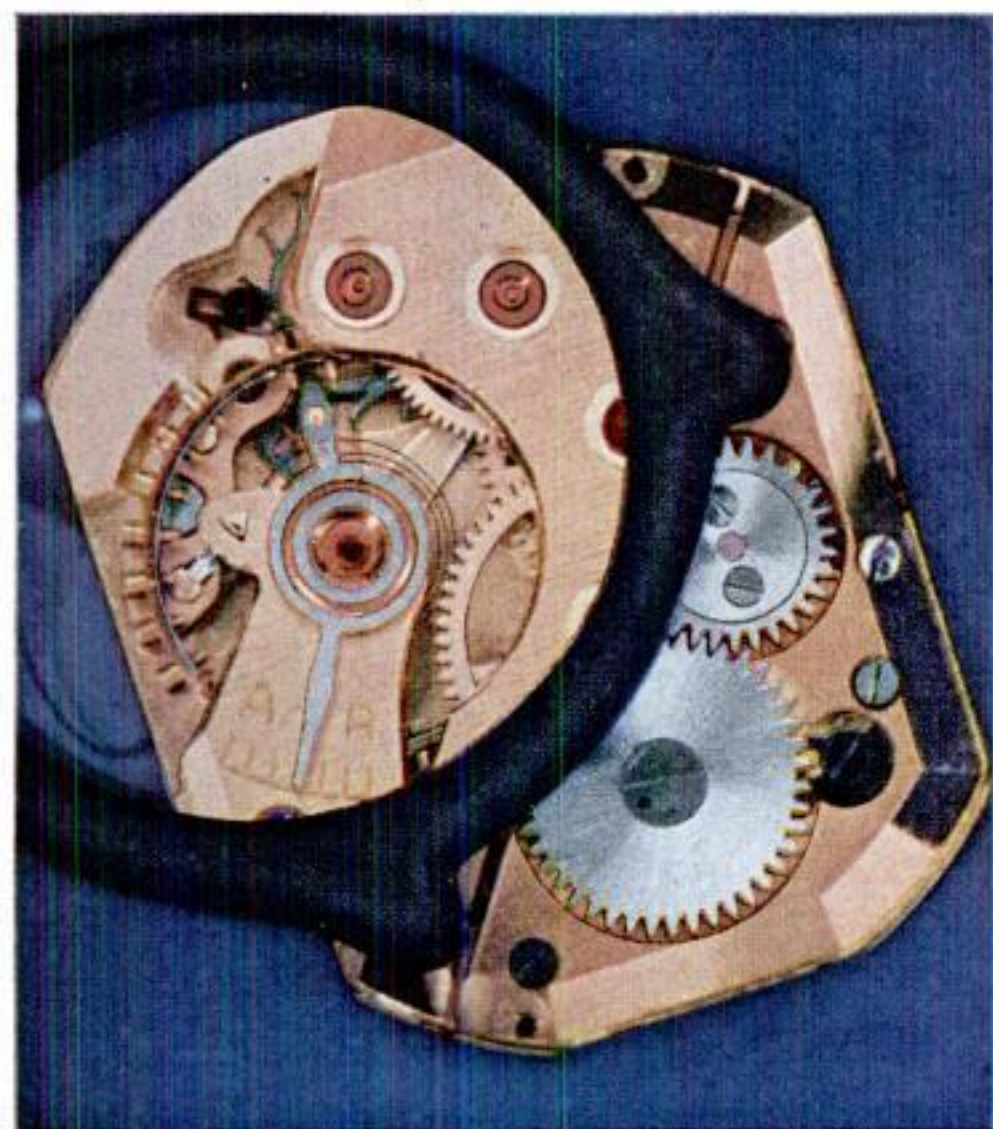
GOLDEN GLINT Hair Rinse

10¢ and 25¢
packs
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If there is ever a time when you need good advice, it's when you buy a watch. So rely on an *expert*—a jeweler in whom you have confidence. He'll tell you—above all—it's the movement that counts. He'll show you the newly-published "Inside Story of the Fine Swiss Watch" that helps him explain what Swiss craftsmanship means to you. Always—for the gifts you'll give with pride, let your jeweler be your guide.

How to take the guesswork out of buying a watch



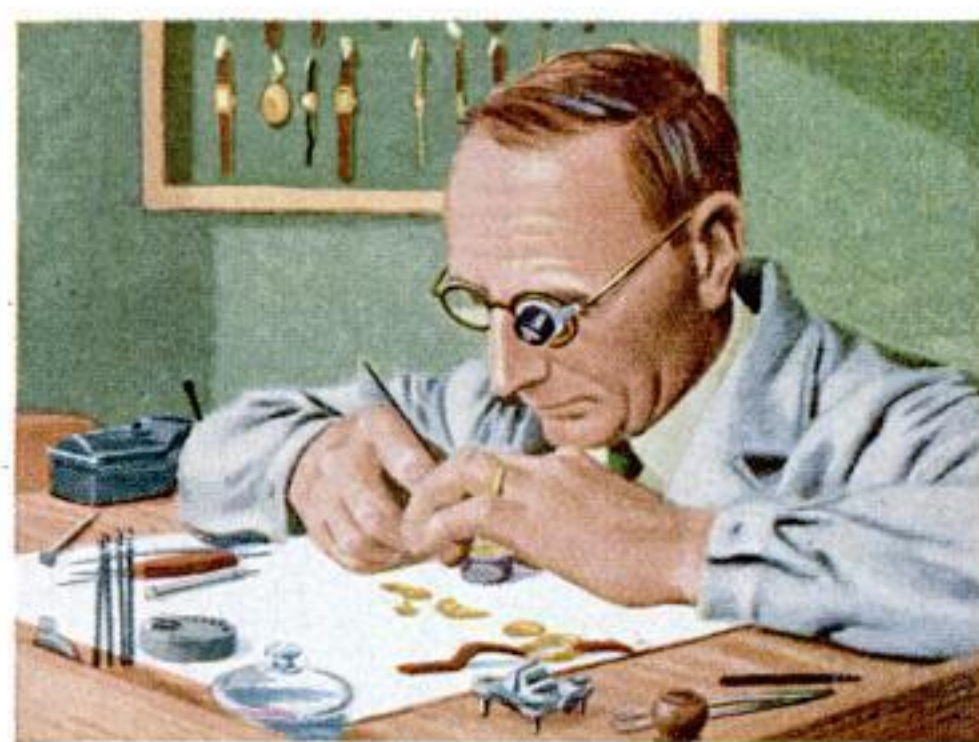
The value of a fine Swiss watch can truly be measured in the time it takes to produce it. An ordinary watch can be put together in a few minutes. But it is nothing for a qualified Swiss watchmaker to spend hours perfecting a tiny hairspring alone!

The fine Swiss watch you buy goes through almost 2,000 separate operations, represents hours and hours, often weeks and weeks, of precision workmanship—and 300 years of Swiss timekeeping leadership. No wonder it can't be compared with a so-called "bargain" watch.

No wonder 7 out of 10 American jewelers wear fine Swiss watches themselves!



Creative watchmaking is a Swiss tradition. Such innovations as water- and shock-resistant watches, calendar and self-winding watches, chronometers and chronographs—all originated in Switzerland. And you'll find these special Swiss features in women's as well as men's styles.



A "bargain" watch is no bargain when it comes time to have it serviced. One of the wonderful things about a fine Swiss watch is its *reparability*. You'll find that your jeweler can service any make of watch economically and promptly, if it has a quality Swiss jeweled-lever movement.

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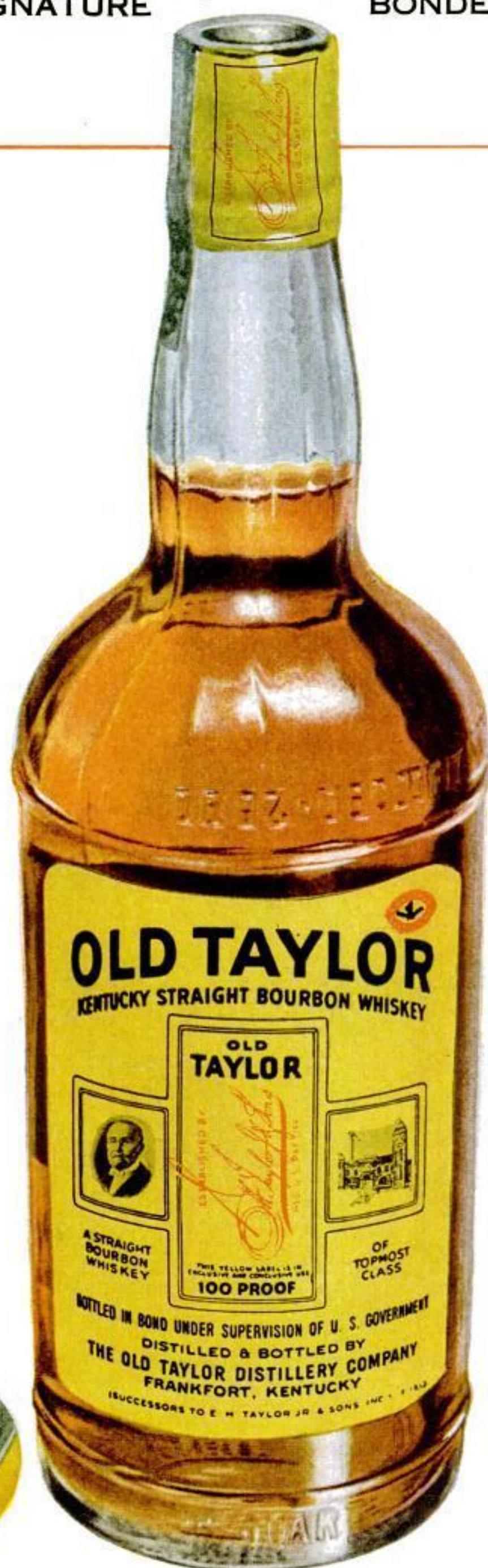
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BALLET GIRLS MIMIC A SWARM OF MOSQUITOES BUZZING OVER THEIR VICTIMS ON A BEACH. FINALLY THE VICTIMS RISE UP AND SWAT DOWN THE PESTS

BEACH BALLET

American dancers show Londoners bathing beauties and mosquitoes

This month Britain will witness an example of U.S. exuberance in the form of a seaside ballet, *Jones Beach*, which replaces the usual wispy nymphs and dying swans with bathing beauties and dying mosquitoes. *Jones Beach* was an American hit last winter when it was put on by the New York City Ballet Company. This summer the company's 45 American-trained dancers have been invited for a seven-week fling at London's Royal Opera House.

Jones Beach was created by Director George Balanchine because his troupe couldn't afford fancy costumes and he hoped to get free Jantzen swim suits for program credit. (Jantzen came through with the suits.) Danced to music by a young Dutchman, Jurrian Andriessen, the ballet has a lifeguard's rescue, fancy diving and sea-side spooning. Of the mosquitoes Balanchine says, "I hate mosquitoes. I think if I give them free advertising, they may be kind to me later."



ROASTING HOT DOGS provides quiet interlude in ballet which, despite the contemporary costumes,

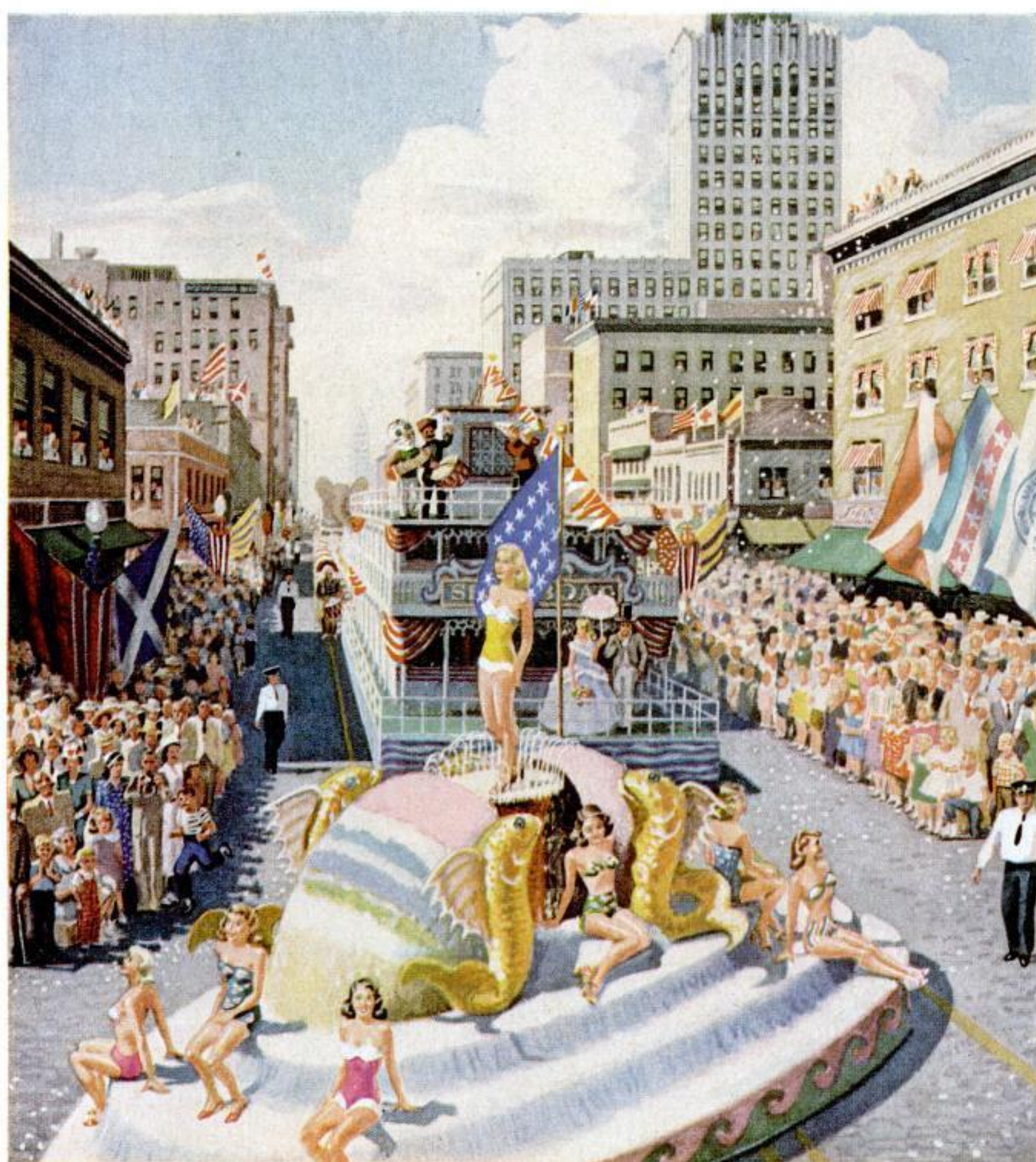
is danced in classical ballet style. The companionable couple above are Jerry Robbins and Maria Tallchief.



They are Smoking them Everywhere !



Thousands are turning to the perfect mild smoke... Unlike anything else... Real tobacco taste in handy, stylish shape.



MINNEAPOLIS AQUATENNIAL PAGEANT

Many smokers
buy Cigarillos
by the box



5¢ each

Robt. Burns *Cigarillos*

THE NEW IDEA IN SMOKING



ON JAMBOREE GROUNDS BILLY DISPLAYS SOUVENIRS, ANIMATE AND OTHERWISE, TRADED FROM OTHER SCOUTS

Life Goes to the Boy Scout Jamboree

FOR A MONTANA BOY IT IS A TRIP THROUGH A WONDROUS NEW WORLD

When word got around to Boy Scout Troop 38, near Hungry Horse, Mont., that 47,000 Scouts were going to the Second National Boy Scout Jamboree in Valley Forge, Pa. this month, one eager 12-year-old decided right away that he was going to be one of them. He was Billy Petersen, blue-eyed, red-haired and with a grinning face full of freckles (*cover*).

Billy had joined the Scouts in September. His father already had taught him camping on hunting and fishing trips into the rugged mountain country that surrounds his home in northwestern Montana, and scouting came easy for him. In nine months Billy rose rapidly through the ranks of Tenderfoot, Second Class, First

Class and Star Scout to become a Life Scout and leader of the Stag Patrol. He earnestly took one merit badge test after another until he had accumulated a total of 24 badges. He needed only four more, and the nod from his Scoutmaster, to become an Eagle Scout, the highest rank.

Billy had never been east of the continental divide. His family agreed that the 2,500-mile trip to the jamboree, with big-league baseball games and sightseeing jaunts in Chicago, Detroit, New York and Washington, D.C. along the way, was a reward for Billy's hard work at scouting and his daily good deeds around the house. But it would cost \$300, and the Petersens were not sure they could manage it. Billy's

father, who runs a filling station on Highway 2, had little cash to spare. Billy's mother worked as a substitute teacher at the Hungry Horse school and made \$48. But it was up to Billy to make a lot of the money himself. So he washed windows for the Hungry Horse Cafe and Bar (50¢), spaded a neighbor's garden (\$2.50) and got sick cleaning out Chris Lund's cesspool, for which he got \$1. He made another \$16.30 digging up angleworms and selling them to fishermen along the highway at 15¢ a dozen. Eventually he and his family had saved and banked the \$300. In his spare time Billy collected gadgets to trade at the jamboree for souvenirs, and at last he was all set to head east (*next page*).



IN JAMBOREE UNIFORM Billy is inspected by Scoutmaster Rex Wickenkamp before leaving. Wickenkamp, a construction worker, stayed home.



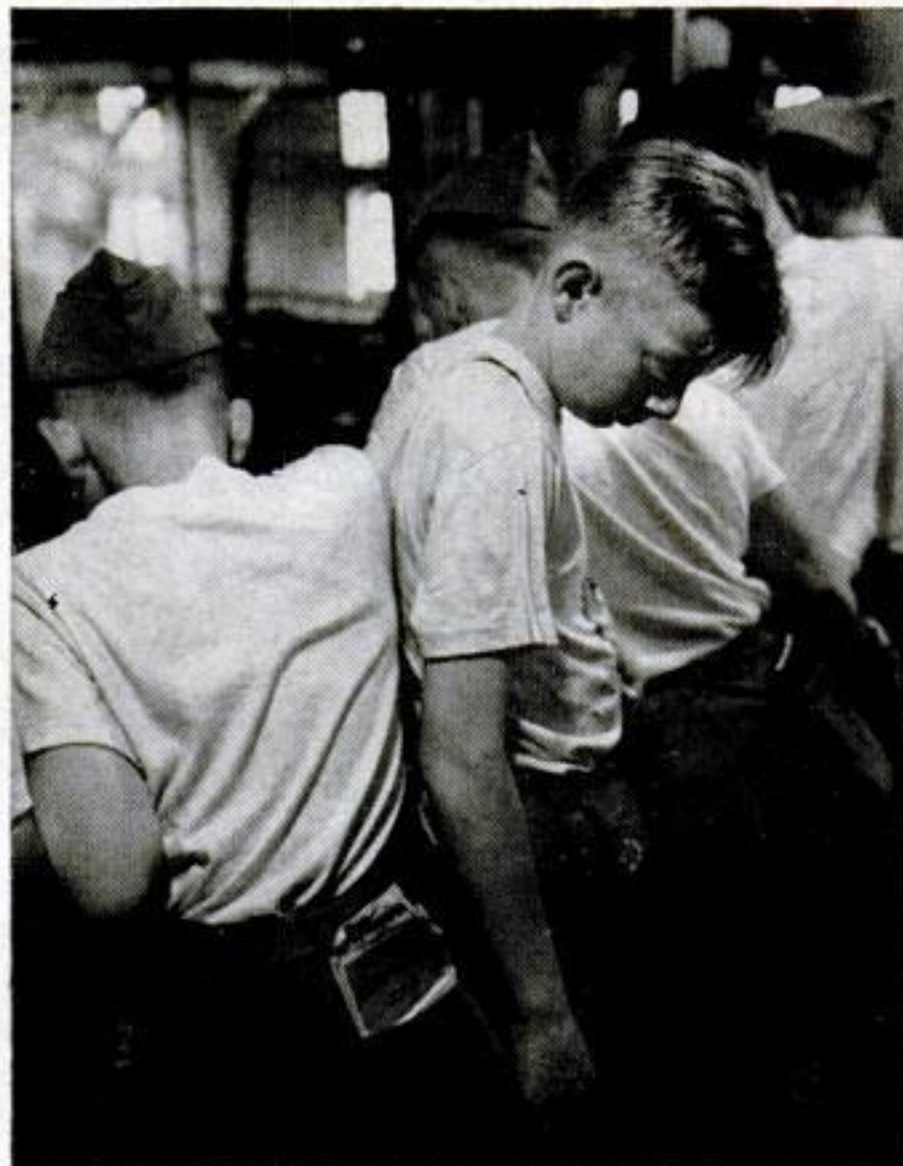
ON STATION PLATFORM in Missoula, Billy's mother cries as she and son Gary, 9, watch Billy leave for Valley Forge. She is Den Mother for Gary's group of Cub Scouts.

BILLY'S JOURNEY PROVES MORE FUN THAN JAMBOREE

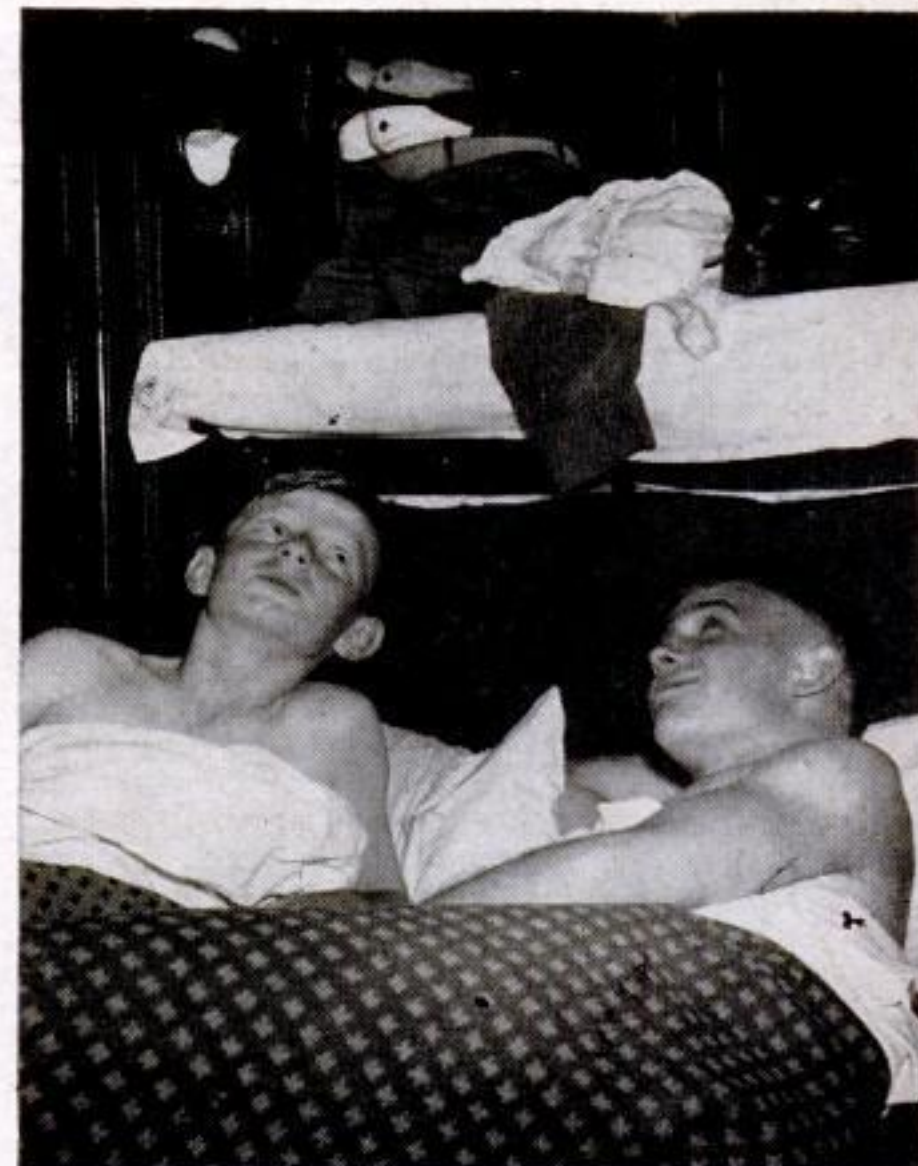
Of the 35 Scouts who went to the jamboree in Billy's group, 30 (including Billy) had never eaten on a diner or slept in a Pullman berth before. Along the way Billy took in the Chicago stockyards, West Point, a boat ride down the Hudson and Coney Island. By the time he got to Valley Forge the jamboree itself was almost an anticlimax. The tents for his troop failed



IN CHICAGO STATION Billy, wearing jamboree T-shirt and with cap askew, dangles a chocolate cigaret as he poses in a "Photograph Yourself" booth.



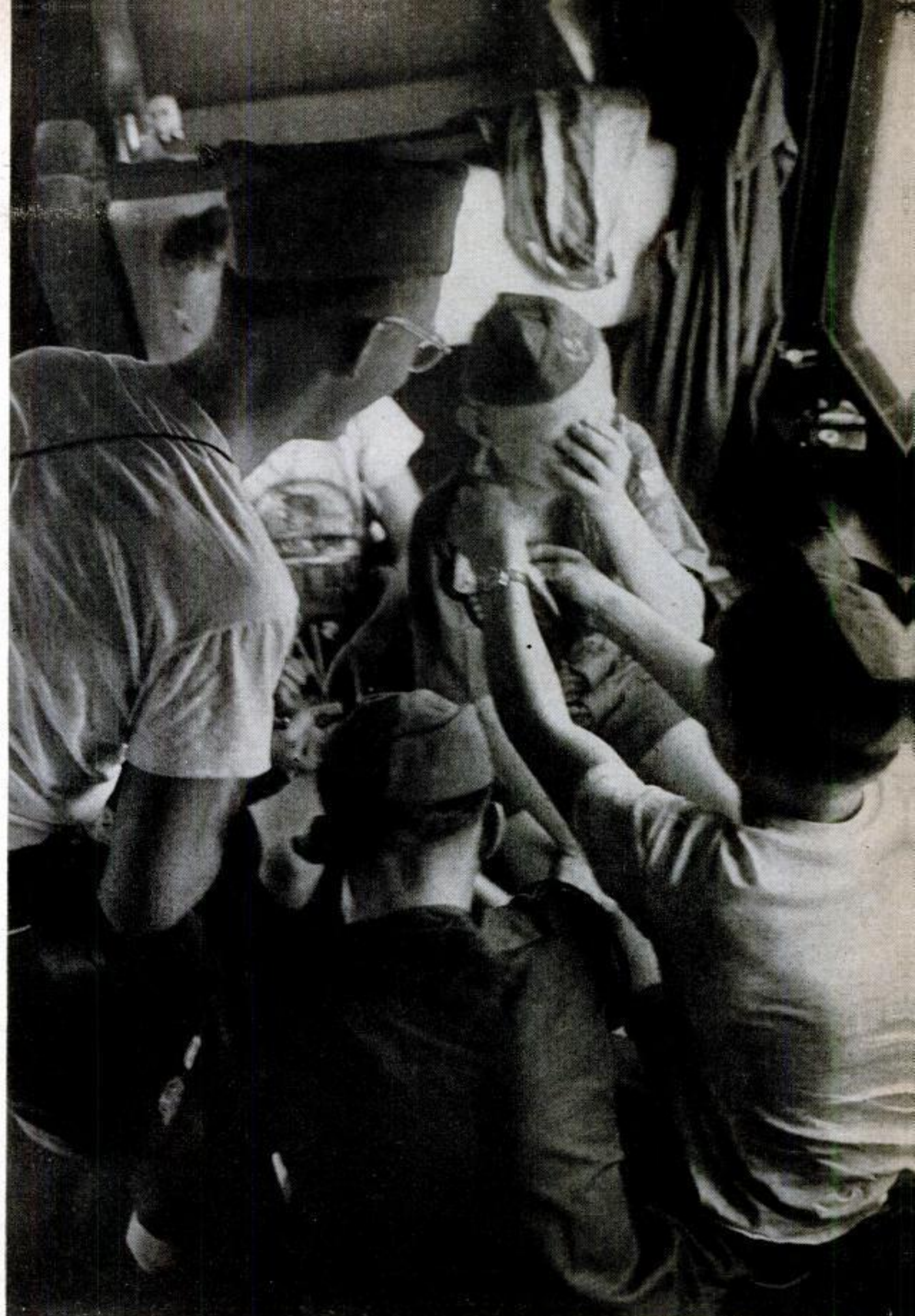
IN PACKING PLANT on Chicago trip, Scouts watch slaughter. Billy (*right*) has just seen workmen kill a steer, and grisly sight makes him turn away sick.



ON SCOUT TRAIN Billy and his berthmate, Gary Barnes, 15, lie awake and look about to make sure nothing will fall on their heads during the night.



SCOUTS' FEET dangle out of berths while Dr. Charles Lyons checks them at night for bruises and athlete's foot. Lyons is not a Scout but went along in uniform to help out.



COVERING FACE, Billy giggles in embarrassment when a Scout leader comes through car to ask boys if their bowel movements have been regular.

to show up for two hours, and because someone forgot to order box lunches for the trip from New York, the Scouts had had nothing to eat since breakfast. But a history student in the crowd joked that Washington had had it tougher on the same campground, and everyone felt better. The rest of the week was spent sightseeing, though Billy's group filed past the

Liberty Bell in Philadelphia so fast he "didn't even see the crack." And a newsreel truck blocked his view when President Truman visited the camp, so Billy didn't see him either. But he got in a lot of trading, received four letters from home on one day and agreed when it was over that the trip had been worth all the trouble—even cleaning out the cesspool.



AT DEARBORN, outside Detroit, Billy and his friends peer into museum's restoration of Edison's laboratory. Almost all the Scouts carried cameras.



AT CONEY ISLAND, after riding roller coaster, Billy considers buying a paper parasol to take home to his mother but decides it won't fit into his pack.



ON SUBWAY Billy falls asleep on his way back to Manhattan hotel from Coney Island. After going to church that morning, he spent all day sightseeing.



AT MEDICAL TENT on jamboree grounds Billy stands in line day after arrival for a quick checkup.



AT HIS OWN TENT, which houses Billy and one other Scout, he expertly tightens rope around peg.



IN CAMP KITCHEN, where Scouts cooked their own meals, Billy washes out socks in a canvas basin.



AT DUSK A TROOP OF SCOUTS WALKS THROUGH CAMP AFTER HIKE TO WASHINGTON'S VALLEY FORGE HEADQUARTERS A MILE AWAY



DEER ANTLERS brought from home are sawed up into pieces so Billy can trade them for souvenirs.



BILLY VISITS David Freeman of Independence, Mo., who welcomed President Truman to jamboree.



HORNED TOAD, which Billy got from a Texas Scout for two pieces of deer horn, perches on his palm.

CONTINUED ON PAGE 101

OSCAR MAYER'S GREAT NEW "SACK O' SAUCE IN A CAN O' MEAT"

brings you quick meat meals with rich Fresh Cooked flavor!

An amazing improvement in canned meat meals! It's Oscar Mayer's exclusive new invention, a separate Sack O' Sauce in a Can O' Meat. Keeps sauce and meat from mingling and losing their distinctive flavors!

Keep several cans of the Beef, Pork, and Wieners on hand for delicious Barbecue-burgers in 7 minutes! Your whole family will love the richer, fresh-cooked flavor of the savory meat with the mild, tempting Barbecue Sauce. It's a delicate blend of tomato paste, sugar, celery, vinegar, Worcestershire sauce, onion, salt, and select

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The richer, fresh-cooked flavor of these quick meat meals is possible only because of this separate Sack O' Sauce! Only Oscar Mayer has it! Get Oscar Mayer Sack O' Sauce in a can of Beef, Pork, or Wieners.



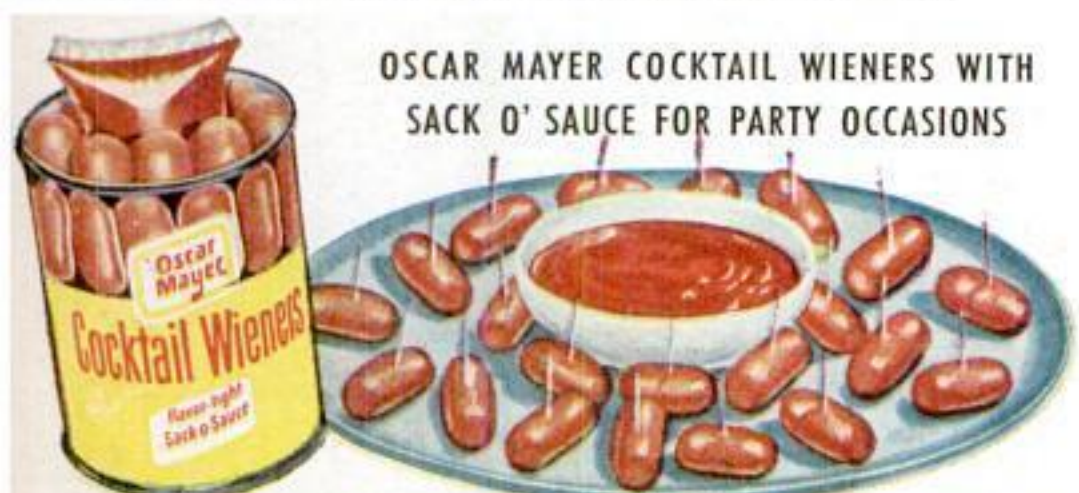
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Wiener Barbecue-burgers—New twist to a summer favorite! Heat the 7 Wieners and snuggle in buns. They're regular-size, *all-meat* wieners—made only of select beef and pork. Cover with the tempting, mild Barbecue Sauce. Also delicious with baked beans.

Beef Barbecue-burgers—Delicious summer meal on a bun in just 7 minutes! Simmer the tender morsels of extra lean Beef in mildly piquant Barbecue Sauce. The 12-oz. can makes 5 big Beef Barbecue-burgers! Also makes quick, tasty one-dish meat meals with noodles, macaroni, or spaghetti.

Pork Barbecue-burgers—New summer favorite—juicy morsels of sweet, savory Pork mingled with luscious, mild Barbecue Sauce. Ready to heap on bread or buns in 7 minutes! A 12-oz. can makes 5 big Pork Barbecue-burgers! For exciting one-dish meals, serve with whole-kernel or cream-style corn.



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GENERAL OFFICES, CHICAGO, ILLINOIS

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Model H-92 with PANTRY-DOR

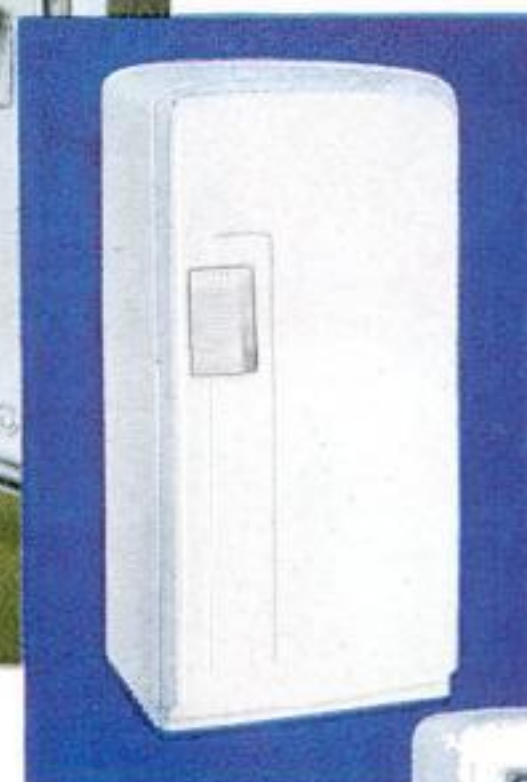
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EASY TERMS
Low Down Payment



WOMEN DREAMED IT... HOME ECONOMISTS PLANNED IT...

it's *femineered*!

Model H-92's advanced cold-to-the-floor design *actually* puts a *bigger refrigerator* inside a smaller cabinet... adds Pantry-Dor storage besides! Big 9.2 cubic foot size, with eight more feet of *right-in-sight* door shelves. It's *exactly what you've always wanted!*

Every inch is *femineered*... woman-planned for new *at-a-glance* food finding! *Always-needed* little things nest in the Pantry-Dor.

Fresh meats, frozen foods, milk and beverages store at *eye-level, reach-level* height. Bulky foods, left-overs and crisper-fresh vegetables are *close at hand* on big lower shelves.

Women cheer the acid-resisting porcelain enamel interior surfaces; lever-release ice cubes; economical "Tight-Wad" refrigeration unit with 5-year warranty permanently attached to cabinet. See Model H-92—see ALL SIX models.

Shelf Arrangement Is Flexible
Unusual storage is never a problem with Model H-92. Large picture above shows huge space for big turkey when lower half-shelf is removed and crisper is placed below meat tray. Day-to-day arrangement at right shows shelf replaced and both crispers in normal position. It's *all-season, all-occasion* convenience.

Tune in James Melton and "Harvest of Stars" on NBC Sunday afternoons

International Harvester Also Builds McCormick Farm Equipment and Farmall Tractors... Motor Trucks... Industrial Power... Home Freezers • International Harvester Co., 180 N. Michigan Ave., Chicago 1, Ill.

A black and white photograph capturing a nighttime campfire scene. A large group of Scouts, dressed in their uniforms, are gathered in a circle around a bright, crackling campfire. On the left, a Scout leader stands, gesturing with his right hand as if addressing the group. The Scouts are seated on the ground, their faces illuminated by the fire's glow. The background is dark, with the silhouettes of tents visible, suggesting a campsite setting. The overall atmosphere is one of a communal outdoor activity.

Hollywood fell in love
with a MULE and a MUG



Smirnoff
the greatest name
in **VODKA**

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*Guard
Against*

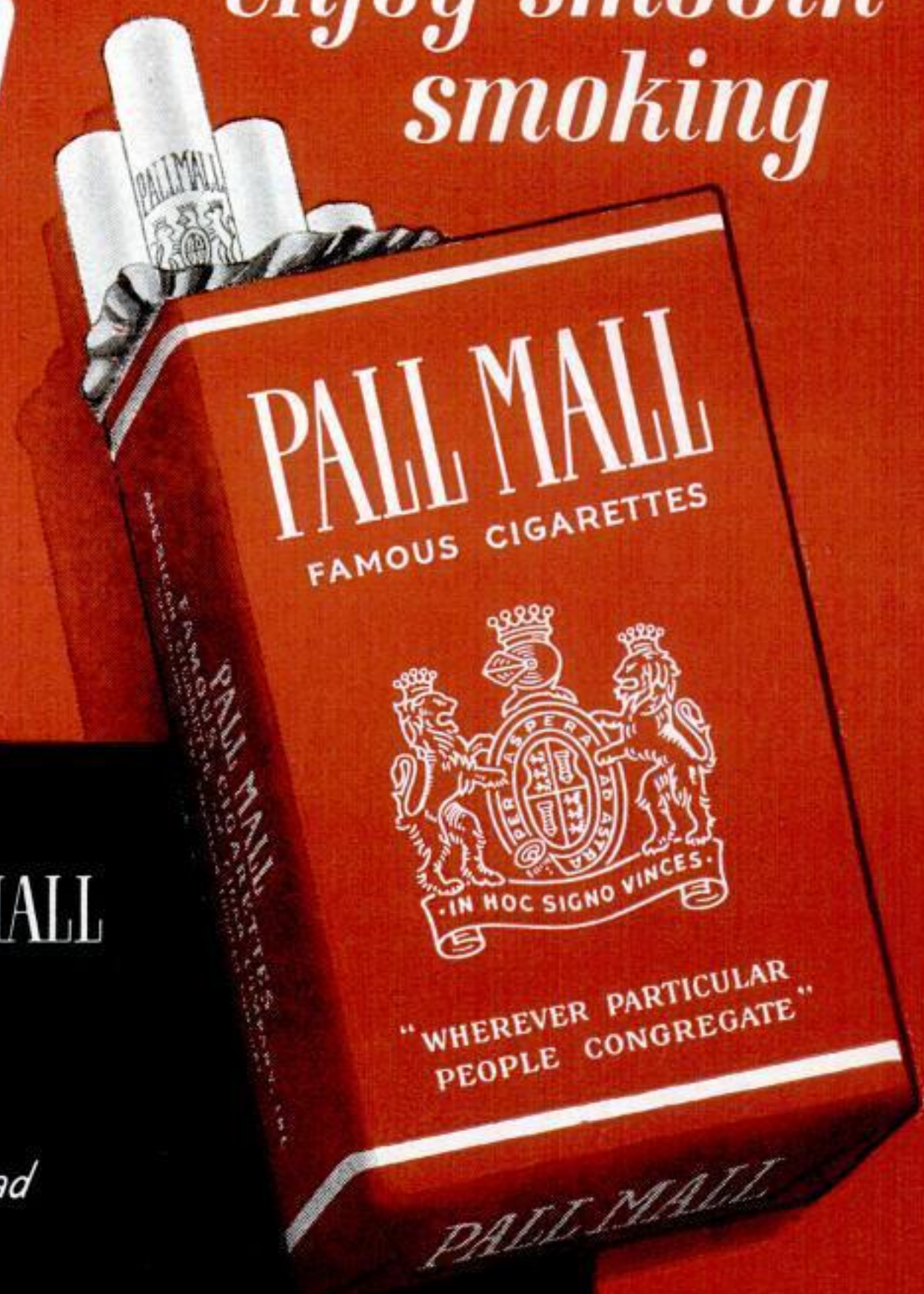
Throat-Scratch

PALL MALL's

greater length of fine tobaccos
travels the smoke further...

filters the smoke and makes it mild

*enjoy smooth
smoking*



PUFF BY PUFF... YOU'RE ALWAYS AHEAD

Take 5 puffs

or 10...

or 17...

when you smoke

PALL MALL



Puff by Puff

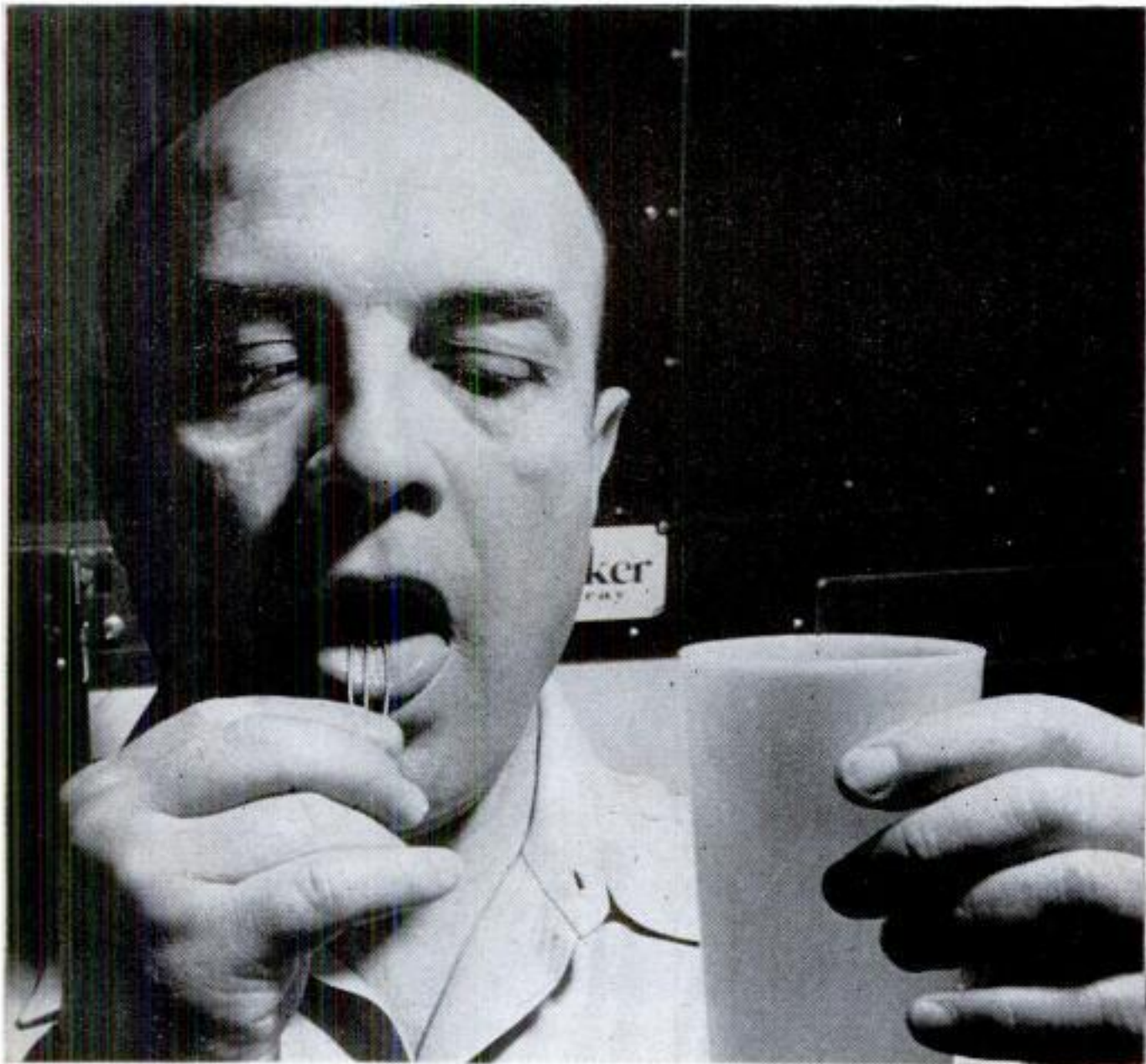
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17

You're Always Ahead

STUDY THE PUFF CHART! At the first puff, PALL MALL's smoke is filtered further than that of any other leading cigarette. Moreover, after 5 puffs of each cigarette—or 10, or 15, or 17—PALL MALL still gives you a longer, natural filter of fine tobaccos—guards against throat-scratch.

Outstanding / *and they
are mild!*

PINS . . .



HENRY BURBIG SWALLOWS A BURBIG SAFETY PIN, USING A WATER CHASER

and NEEDLES

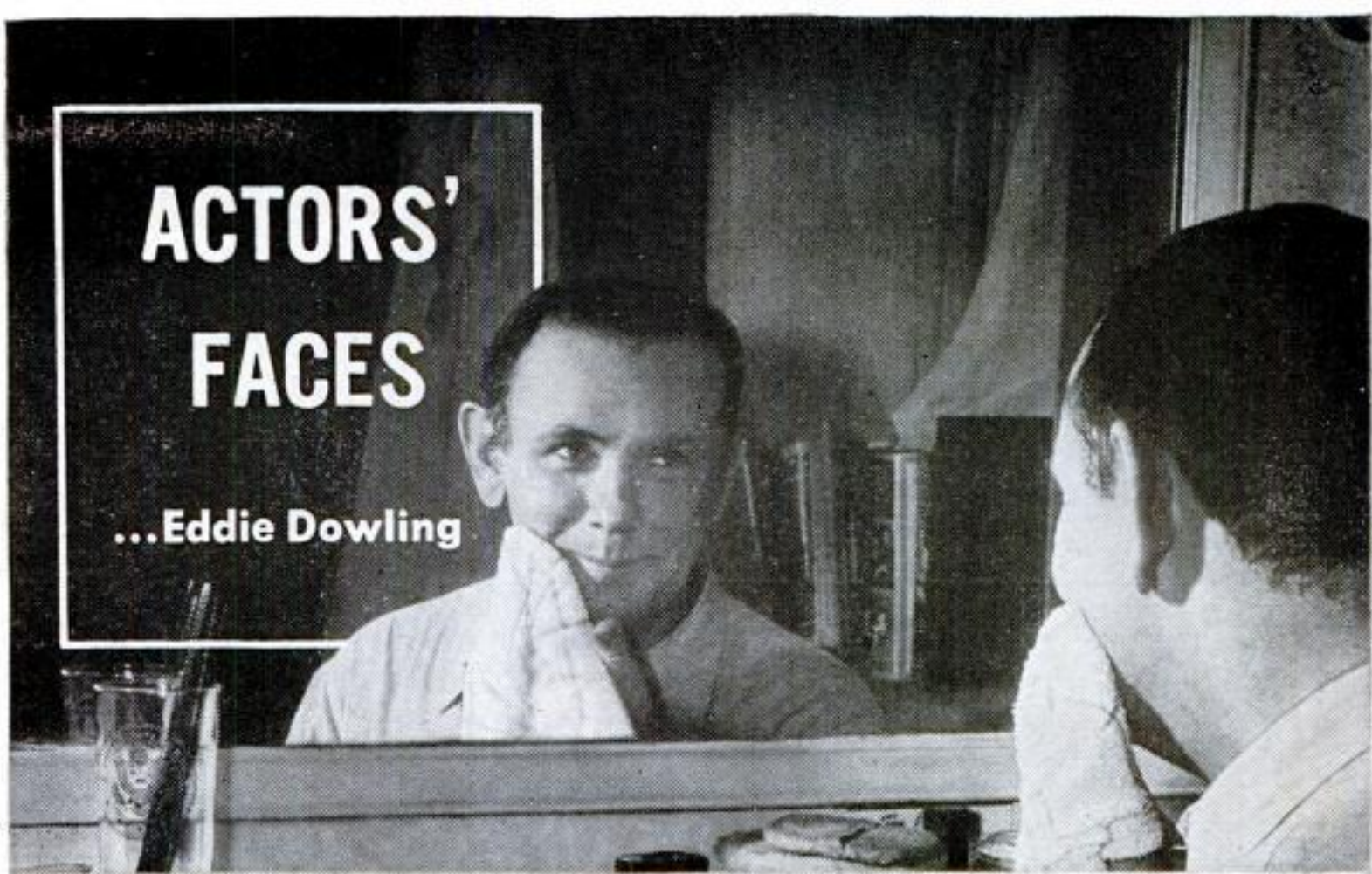


DEMONSTRATOR THREADS A CURRIER NEEDLE, WEARING 12-OUNCE GLOVES

. . . Needles and pins, you can swallow
or thread them with never a twinge

Designer Raymond Loewy once remarked (LIFE, May 2, 1949) that the design of a needle can hardly be improved. The safety pin similarly has not been greatly improved for 50 years. Now two Americans claim to have done both. Carl Currier of Elmira, N.Y. perfected a needle so easy to thread it could be done with boxing gloves. Henry Burbig, a New York television actor, worried about youngsters who swallow safety pins, designed one so swallowable that he gulped one down himself without interior damage. Neither yet has a manufacturer to back him.

CONTINUED ON NEXT PAGE



ACTORS'
FACES

...Eddie Dowling

Actors' faces are extra-sensitive

But Eddie Dowling finds this remarkable new shaving cream helps keep his face youthfully soft and good-looking!

Actors, more than any other group of men, must look their young, healthy best at all times. But wearing and removing heavy stage make-up leaves actors' faces extra-sensitive. This means painful discomfort during shaving and can even lead to wrinkled, old-looking skin.

To help actors—and other men with sensitive skin—maintain a young and healthy appearance, The J. B. Williams Company has added an amazing new substance to Williams Shaving Cream. This new ingredient, Extract of Lanolin, helps protect the

face against excessive dryness and daily blade scrape.

Now—every time you shave with the New Williams Shaving Cream—you give your face the benefit of Extract of Lanolin, which helps preserve the youthful qualities of the skin. If your position calls for a well-groomed look from morning till night, or if your face is sensitive to the sharp cutting edge of your razor, you'll want to start using the New Williams Shaving Cream right away. *Same tube—same carton—but now containing wonderful new "Extract of Lanolin!"*

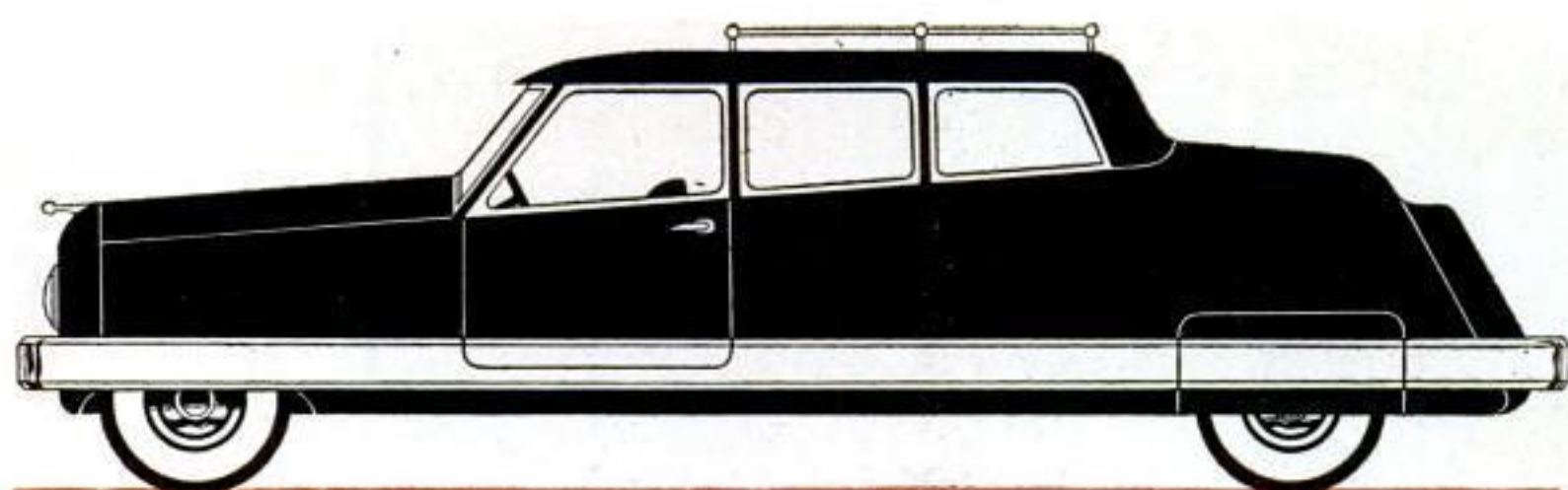


You can do it

in a jiffy—clean your dog *without bathing!* Sergeant's wonderful new liquid SKIP-BATH makes it possible. Just pour on, rub in, wipe off. Your dog's coat is fresh, clean, and parasite-free, up to a week! Safe, and dependable, of course, like all Sergeant's Dog Care Products. There's one for almost every trouble—fleas, itching, worms, ticks, ear ailment, poor condition. Relied on for 75 years. Tested by consulting veterinarians. **FREE:** Sergeant's Dog Book, the complete word on dog care, feeding, training. At drug or pet store—or write Sergeant's, Richmond 20, Virginia.

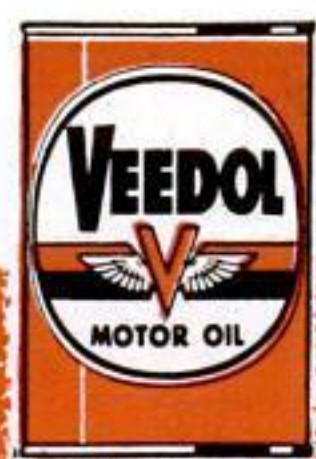
Sergeant's® dog care products





Advanced Rear Engine Touring Sedan by William B. Stout, Phoenix, Arizona

Found Wherever Fine Cars Travel



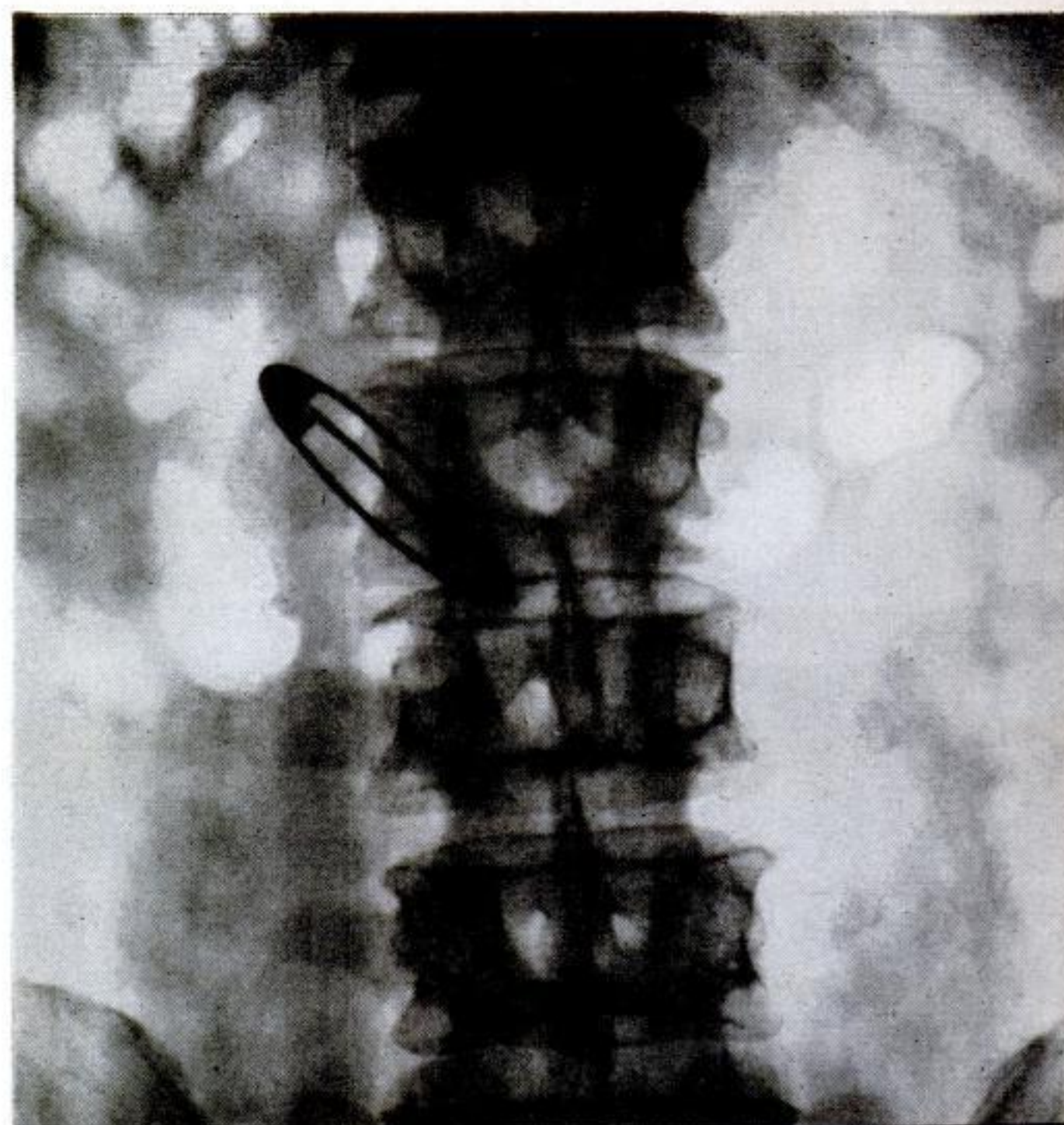
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VEEDOL

100% Bradford Pennsylvania
The World's Most Famous Motor Oil

New VEEDOL Motor Oil is rightly called "the premium oil—*plus plenty!*" That's because New VEEDOL is made from 100% Bradford, Pennsylvania, crude—*finest and most expensive in the world.* New VEEDOL goes far beyond mere premium oil performance to keep motors *cleaner, smoother-running!*



Pins and Needles CONTINUED



X-RAY PICTURE SHOWS PIN LYING HARMLESSLY IN BURBIG'S STOMACH

THE PIN

Henry Burbig's safety pin differs from the traditional kind in having a pointed prong that lies between two parallel wires. Made of spring steel, the prong presumably cannot bend out of place. If swallowed, open or closed, Burbig argues, the point cannot prick or get stuck in the gullet or stomach, necessitating surgery. Pin manufacturers, however, question its practicality, claim it would make pinning awkward.



CURRIER NEEDLE IS THREADED BY PULLING THREAD DOWN THROUGH SLIT

THE NEEDLE

Currier, a furniture repairman, invented his needle (shown here in scale model) because close war work damaged his vision, making it difficult for him to thread his needles. Instead of an eye, the Currier needle has a slit down which the thread is easily slipped into a hole. Once the needle is passed through cloth, the thread moves up another slit into a pointed groove, where it is caught and held so that it does not slip back.



"I was curious..."



I tasted it...



No wonder Schlitz...

*The Beer that made Milwaukee Famous...
is the largest-selling beer in America!"*



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TRADE-MARK ®

Work
Refreshed

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6 FLUID OZS.
Coca-Cola
TRADE-MARK ®

ARK REGISTERED

A welcome host to workers
Inviting you to the pause that refreshes with ice-cold Coca-Cola
5¢

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